1985 ONTARIO EXIT SURVEY

TRAVEL ASSOCIATION
REGION 2: NIAGARA AND MIDWESTERN ONTARIO

VOLUME III

Ontario

Tourism Research Section
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This comprehensive study was conducted on behalf of the Ministry of Tourism and Recreation by Traveldata International. This is a summary of the main findings. Detailed tables are available on request.

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FOREWORD

FOREWORD

The Ontario Ministry of Tourism and Recreation commissioned this study in order to determine the travel habits and characteristics of non-residents of Ontario travelling within the province. Travel by residents of Ontario is excluded. This information will be of assistance for the preparation of both marketing and developmental programs for this Travel Association Region in addition to general economic planning.

Travel data for this regional profile cover the following: origin of travellers, length of stay, seasonality, mode of transportation, purpose of trip, accommodation used, activity participation, tourism advertising, expenditures and socio-economic characteristics.

This calendar year 1985 study, which was conducted by Traveldata International, involved about 10,590 interviews of non-Ontario residents as they exited the province by highway, air and train. Full details on survey methodology are contained in the Technical Appendix which is available under separate documentation.

For any further queries in regards to the methodology employed or to this publication, please contact:

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NOTE: This report contains a separate analysis for the following mode/origin groupings:

- Total (All Origins, All Modes)
- U.S. Origin, Highway Mode.

Due to the small sample size in this region, the following mode/origin groupings will not be shown:

- U.S. Origin, Air Mode;
- Canadian Origin, All Modes; and
- Other Countries Origin, All Modes.

HIGHLIGHTS

TAR 2: NIAGARA AND MID-WESTERN ONTARIO

HIGHLIGHTS
TAR 2: NIAGARA AND MID-WESTERN ONTARIO

Visitation/Trip Characteristics

A total of 7.812 million travellers visited Niagara and Mid-Western Ontario (TAR 2) during 1985, or about 29 percent of the total number of travellers to Ontario, making this the Tourism Association Region with the largest share of travellers. Seventy-five percent of the travellers were day visitors, 25 percent overnight visitors. Ninety-four percent were United States residents, and travelled by highway.

With 5.874 million day visitors, this region has a 37 percent share of day visitors to the province. The majority of the day visitors originate from the United States, in particular from New York (79%).

The 1.938 million overnight visitors represent 18 percent of all overnight visitors to the province. Seventy-seven percent were from the United States, 18 percent were Canadian, and 5 percent were from other countries.

Three in four travellers visited the Niagara and Mid-Western region between April and September. Not surprising, the majority of the travellers (49%) visited the area during the summer season, July to September.

Two-thirds of the travellers came for recreation and pleasure, while 13 percent were visiting friends and relatives. Some of the more popular activities of travellers included eating at restaurants, sightseeing, and shopping.

The 1.938 million visitors who stayed overnight spent a total 5.548 million nights in the region, or an average of 2.86 nights. Those approximately two million nights represent 12.6 percent of the total nights spent by visitors in Ontario. Of those approximately five and a half million nights, nearly half (45%) were spent with friends and relatives. Another 41 percent of the nights were at hotels or motels, and 8 percent of the nights were spent camping in some type of tent or trailer.

Trip Expenditures

A total of $365.9 million (Canadian) was spent by travellers in the region, 16 percent of all the expenditures by travellers in Ontario. Overnight visitors contribute 68 percent of the dollars spent in the region. United States residents account for 74 percent of the total expenditures, Canadians 18 percent, and residents of other countries 8 percent. It is not surprising that New York state residents account for 31 percent of the total expenditures in this region since the majority of travellers to the region come from New York.

United States residents, however, have a lower average expenditure per trip ($30.27) than travellers from other Canadian provinces ($167.66) and those from all other countries ($206.76). The overall regional average is $38.58 which is quite a bit lower than other regions.

The average expenditure for day visitors was $18.28, and for overnight visitors was $83.08.

The travellers spent most of their money on food and beverages (32%), accommodation (23%), recreation (16%), and other items (16%). Only 3 percent of all expenditures were prepaid, which was lower than the provincial average of 9 percent.

Socio-Economic Characteristics of Travellers

Of the travellers to the region, approximately one in five was under 19 years of age, three in ten were 20 to 34 years of age, three in ten were 35 to 54 years of age, and one in five was over 55 years of age. Approximately 45 percent had high school as their highest educational level, while another third had a university degree.

Overnight visitors were also more likely to have a higher household income than day visitors. Thirty percent of overnight visitors come from a household where the income was over $60,000 (Canadian) per year, as opposed to 19 percent of day visitors. Twenty-nine percent of day visitors were less than $30,000 per year, whereas only 23 percent of overnight visitors were in this category.

Approximately one-third came from households where the chief wage earner is a professional/executive/owner/manager, and another third were skilled labourers. Two in ten were involved in sales or clerical functions.

Summary

In terms of numbers of travellers, this region is very dependent on United States day visitors, in particular those from New York, who travel by highway. However, although overnight travellers make up only one-quarter of the travellers to the region, they contribute 68 percent of the expenditures.

In fact, the region receives only 16 percent of the dollars spent in Ontario, despite having 29 percent of the travellers.

DETAILED FINDINGS

SECTION I
TRIP CHARACTERISTICS

TAR 2: NIAGARA AND MID-WESTERN ONTARIO

Table 1: Origin of Same Day Visitors

Origin	Destination: Region (1) #	Region (1) %	Province (2) #	Province (2) %
USA	5,852	99.6	13,119	81.8
Michigan	151	2.6	5,426	33.8
New York	4,627	78.8	5,606	34.9
Ohio	223	3.8	404	2.5
Pennsylvania	313	5.3	440	2.7
Illinois	85	1.5	160	1.0
Minnesota	-	-	75	0.5
Wisconsin	20	0.3	62	0.4
Indiana	45	0.8	94	0.6
Other USA	388	6.6	852	5.3
Canada	6	0.1	2,868	17.9
Maritimes	2	*	17	0.1
Québec	3	0.1	2,744	17.1
Manitoba	1	*	90	0.6
Saskatchewan	-	-	3	*
Alberta	-	-	10	0.1
British Columbia	-	-	4	*
Others	-	-	-	-
All Other Countries	16	0.3	57	0.4
United Kingdom	10	0.2	14	0.1
Total (Base) ('000):	5,874 Person Trips	100.0	16,042 Person Trips	100.0
Average Party Size Per Trip:	1.73		1.64	

(1) Based on Person Trips to the Region (where the Region is the Main Destination).

(2) Based on Person Trips to the Province.

* Less than .05 percent.

Table 2: Origin of Overnight Visitors

Origin	Destination: Region (1) #	Region (1) %	Province (2) #	Province (2) %
USA	1,498	77.3	5,313	58.6
Michigan	243	12.5	1,321	14.5
New York	332	17.1	1,074	11.8
Ohio	223	11.5	533	5.9
Pennsylvania	196	10.1	476	5.2
Illinois	64	3.3	243	2.7
Minnesota	3	0.1	214	2.4
Wisconsin	44	2.2	132	1.5
Indiana	32	1.7	114	1.3
Other USA	361	18.6	1,206	13.3
Canada	348	18.0	3,391	37.2
Maritimes	61	3.2	487	5.3
Québec	158	8.1	1,827	20.1
Manitoba	40	2.1	523	5.7
Saskatchewan	16	0.8	84	0.9
Alberta	25	1.3	223	2.5
British Columbia	44	2.3	217	2.4
Others	4	0.2	30	0.3
All Other Countries	94	4.9	398	4.4
United Kingdom	17	0.9	106	1.2
Total (Base) ('000):	1,938	100.0	9,100	100.0
	Person Visits		Person Trips	
Average Party Size Per Trip:	2.03			

(1) Based on Person Visits to the Region (Region in which an overnight visit was made -- note that in deriving the actual number of overnight visitors to a given travel Region, Person Visits were counted only once if there were overnight stops in more than one place within the given Region).

(2) Note that two measures of overnight travel are employed, namely Person Visits and Person Trips. The former gives an accurate count of visitation to any given region within the province, whereas the latter, which is on a main destination basis, is not precise as it does not reflect visitation which may have been made to different regions on the same trip. Therefore, the grand total of Person Trips/Person Visits for all regions combined does not reflect a correct provincial total. Only the sum of same day and overnight Person Trips for all regions combined can be used as the total for Ontario.

Table 3: Length of Stay

Length of Stay	Destination			
	Region(1)		Province(2)	
	#	%	#	%
Day visitors	5,874	75.2	16,042	63.8
Overnight visitors	1,938	24.8	9,100	36.2
Total (Base) ('000):	7,812	100.0	25,142	100.0

(1) Based on Person Trips to the Region by same day visitors and Person Visits to the Region by overnight visitors.

(2) Based on Person Trips to the Province by same day and overnight visitors.

TAR 2: NIAGARA AND MID-WESTERN ONTARIO

Table 4: Seasonality By Length of Stay(1)

Season	Same Day		Overnight	
	#	%	#	%
Jan/Feb/Mar	866	14.7	130	6.7
Apr/May/June	1,501	25.6	479	24.7
July/Aug/Sept	2,584	44.0	1,050	54.2
Oct/Nov/Dec	923	15.7	279	14.4
Total (Base) ('000):	5,874 Person Trips	100.0	1,938 Person Visits	100.0

(1) See Appendix Table I-B for Seasonality of Travel in Ontario in general.

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Table 5: Purpose of Trip

	Destination			
	Region		Province	
	#	%	#	%
Main Purpose				
Visiting friends/relatives	967	12.8	5,089	20.2
Recreation/pleasure	5,126	68.0	12,534	49.8
Shopping	320	4.3	2,741	10.9
Personal business	380	5.0	1,673	6.7
Convention	73	1.0	340	1.3
Other business	260	3.5	1,643	6.5
No main purpose	407	5.4	1,135	4.5
		100.0		100.0
Other Purposes				
Visiting friends/relatives	110	1.5	695	2.8
Recreation/pleasure	400	5.3	1,804	7.2
Shopping	381	5.1	1,479	5.9
Personal business	60	0.8	341	1.4
Convention	10	0.1	60	0.2
Other business	430	5.7	1,029	4.1
No other purposes	6,167	81.9	20,079	79.8
Base: Person Trips ('000)	7,533	100.4	25,142	101.4

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Table 6: Accommodation

	Destination			
	Region		Province	
	#	%	#	%
Friends/relatives	2,514	45.3	19,842	44.9
Hotel/motor hotel	1,058	19.1	7,156	16.2
Motel	1,188	21.4	3,551	8.0
Resort lodge	36	0.6	1,196	2.7
Commercial cottage/cabin	44	0.8	1,147	2.6
Private cottage	193	3.5	4,599	10.4
Camping/trailer	426	7.7	5,009	11.3
Outfitter/outpost	-	-	231	0.5
Marina/unorganized anchorage	4	0.1	72	0.2
All other types	85	1.5	1,082	2.5
Total (Base): Person Nights ('000)	5,548	100.0	44,165	100.0
Average length of stay (nights) in accommodation	2.86 (1)		4.85 (2)	

(1) Based on Person Visits to the Region.

(2) Based on Person Trips to the Province.

Table 7: Activities Participated In At Main Destination

	Destination			
	Region		Province	
	#	%	#	%
General Activities				
Outdoor/sporting activities	1,464	19.4	4,846	19.3
Sightseeing/touring	3,491	46.3	9,694	38.5
Shopping	2,600	34.5	10,103	40.2
Eating in a restaurant	4,087	54.3	12,722	50.6
Visiting friends/relatives	988	13.1	5,786	23.0
Specific Activities				
Went on a boat/rail tour	532	7.1	1,420	5.6
Went to historical sites	916	12.2	2,615	10.4
Went to sporting events	192	2.5	810	3.2
Went to museum/galleries	564	7.5	1,650	6.6
Went to exhibitions/fairs/special events	399	5.3	1,249	5.0
Went to attractions/zoos/amusement parks	988	13.1	2,484	9.9
Went to live theatre/dance/music concerts	128	1.7	675	2.7
Business				
Personal business	541	7.2	2,837	11.3
Business/conventions	172	2.3	1,423	5.7
Other				
Other activities	667	8.9	2,303	9.2
None of these/not stated	69	0.9	577	2.3
TOTAL (1)	17,798	236.3	61,194	243.5
Base: Person Trips ('000)	7,533		25,142	
Average number of activities per Person Trip:	2.36		2.43	

(1) Totals add to more than bases and corresponding percentages to more than 100 percent as Person Trips can be associated with multiple activities.

TAR 2: NIAGARA AND MID-WESTERN ONTARIO

Table 8: Ontario Tourism Advertising

	Destination	
	Region (1)	Province (2)
Recall Ontario Vacation Travel Advertising in Past Six Months	%	%
No	29.0	40.1
Yes	71.0	59.9
Where Advertising Seen	(100%)	(100%)
Brochure	8.6	10.7
Magazine Advertisement	18.0	22.4
Newspaper Advertisement	52.1	41.1
Newspaper Supplement	10.0	6.8
Radio	28.3	27.6
Television	84.6	78.4
Billboard	5.9	7.0
Travel Agency	5.8	7.4
Ontario Travel Centre	2.5	3.0
Other	7.3	5.0
Influence of Advertising		
Prompted Me To Find Out More About Ontario To A:		
Large degree	11.5	13.2
Small degree	25.6	26.3
Not at all	62.8	60.2
Don't know/not stated	0.1	0.3
Influenced My Decision To Travel To Ontario To A:		
Large degree	11.1	11.9
Small degree	22.9	20.3
Not at all	65.9	67.5
Don't know/not stated	0.1	0.3
Helped Me Decide Which Places or Attractions To Visit To A:		
Large Degree	14.9	13.4
Small degree	20.6	19.5
Not at all	64.4	66.8
Don't know/not stated	0.1	0.3
Base ('000):	5,351	15,064

(1) Based on Person Trips to the Region by same day visitors and Person Visits to the Region by overnight visitors.

(2) Based on Person Trips to the Province by same day and overnight visitors.

SECTION II
TRIP EXPENDITURES

TAR 2: NIAGARA AND MID-WESTERN ONTARIO

Table 1: Expenditure By Origin Region[1]

Origin	Destination: Region $	Region %	Province $	Province %
Total[2] ('000)	365,990	100.0	2,223,876	100.0
USA	271,192	74.2	1,302,604	58.5
Michigan	30,570	8.4	320,384	14.4
New York	111,532	30.5	300,753	13.5
Ohio	31,389	8.6	116,250	5.2
Pennsylvania	32,121	8.8	96,531	4.3
Illinois	8,683	2.4	57,969	2.6
Minnesota	518	0.1	37,106	1.7
Wisconsin	5,291	1.4	25,526	1.1
Indiana	5,797	1.6	28,775	1.3
Other USA	45,291	12.4	319,310	14.4
Canada	63,963	17.5	694,301	31.2
Maritimes	8,222	2.2	117,922	5.3
Québec	19,592	5.4	259,853	11.7
Manitoba	16,974	4.6	107,683	4.8
Saskatchewan	2,781	0.8	33,589	1.5
Alberta	6,048	1.7	97,292	4.4
British Columbia	9,522	2.6	66,348	3.0
Others	824	0.2	11,614	0.5
All Other Countries	30,835	8.4	226,982	10.2
United Kingdom	4,008	1.1	50,641	2.3

(1) Based on Households with any expenditure, in current dollars.

(2) Note that total expenditure **excludes** those made by visitors leaving the province by bus, boat and other miscellaneous modes of transportation. Official **total** expenditure by American and other country visitors in Ontario is provided by Statistics Canada. Total spending by residents of other Canadian provinces in Ontario is derived from the Canadian Travel Survey conducted by Tourism Canada.

TAR 2: NIAGARA AND MID-WESTERN ONTARIO

Table 2: Average Expenditure By Origin and Destination Region (Current$)[1]

Average Expenditure Per Traveller Per Trip (2)			
Origin of Travellers to Region[3]		Destination Region	
USA	$30.27	TAR 1:Southwestern Ontario	$37.32
Michigan	53.26	TAR 2:Niagara and Midwestern Ontario	38.58
New York	19.50	TAR 3:Grey-Bruce-Huronia-Muskoka	128.81
Ohio	52.25	TAR 4:Metropolitan Toronto	203.74
Pennsylvania	45.83	TAR 5:Central Ontario	94.46
		TAR 6:Eastern Ontario	51.30
Canada	$167.66	TAR 7-12:Northern Ontario	109.39
All Other Countries	$206.57	TROR 1:Southwest Ontario	40.28
		TROR 2:Central Ontario	101.13
		TROR 3:Eastern Ontario	55.35
		TROR 4:Northeast Ontario	91.74
		TROR 5:Northwest Ontario	104.56
Regional Average	$38.58		

(1) The method used to calculate the average expenditure was as follows: a traveller (denominator) was counted in each and every region of the province that was visited at all during the trip (without any duplications) -- the expenditure (numerator) was allocated to a given region according to a prescribed set of rules (see Technical Appendix).

(2) Any length of stay.

(3) Average expenditure is only shown for those origin groupings, where the calculation of said average expenditure is based on a sample size of over 100 households.

TAR 2: NIAGARA AND MID-WESTERN ONTARIO

Table 3: Itemized Expenditure (Current $)

Item	Expenditures In: Region $	Region %	Province $	Province %
Total ('000)	365,990	100.0	2,223,876	100.0
Public transportation(1)	4,510	1.2	162,259	7.3
Automobile expenses	42,611	11.6	274,594	12.3
Local transportation	4,154	1.1	51,272	2.3
Accommodation	83,085	22.7	552,160	24.8
Food and beverage	115,405	31.5	582,938	26.2
Recreation	57,331	15.7	228,267	10.3
Other	58,894	16.1	372,387	16.7
Prepaid	11,471	3.1	196,200	8.8
Non-prepaid	354,519	96.9	2,027,680	91.2

(1) Air, train, bus, ship expenditure on Canadian carriers only by United States and other country visitors -- fares paid to Canadian carriers by residents of other Canadian provinces were accrued to province of origin of trip.

TAR 2: NIAGARA AND MID-WESTERN ONTARIO

Table 4: Average and Total Expenditure (Current$) By Length of Stay

	Expenditures In:	
	Region	Province
	$	$
Average Expenditure Per Person Per Trip[1]		
Total	38.58	88.45
• Same day visitor	18.28	24.04
• Overnight visitor	83.08	201.98
Total Expenditures ('000)		
Total	365,990	2,223,876
• Same day visitors	118,837	385,710
• Overnight visitors	247,153	1,838,062

(1) Based on individual's spending in province.

Table 5: Average and Total Expenditure (Current $) By Main Purpose of Trip

	Expenditures In:	
	Region	Province
	$	$
Average Expenditure Per Person Per Trip[1]		
Total	38.58	88.45
• Visiting friends/relatives	36.85	87.73
• Recreation/pleasure	35.49	75.23
• Shopping	41.79	35.96
• Personal business	26.42	91.76
• Convention	109.18	314.32
• Other business	130.00	267.12
• No main purpose	18.17	32.23
Total Expenditures ('000)		
Total	365,990	2,223,876
• Visiting friends/relatives	52,437	446,473
• Recreation/pleasure	221,183	942,987
• Shopping	14,764	98,573
• Personal business	12,168	153,516
• Convention	11,457	106,869
• Other business	43,475	438,883
• No main purpose	10,506	36,584

(1) Based on individual's spending in province.

SECTION III
SOCIO-ECONOMIC CHARACTERISTICS

TAR 2: NIAGARA AND MID-WESTERN ONTARIO

Table 1: Age and Income of Visitors

	Region	
	Same Day	Overnight
	%	%
Age		
Under 15	14.5	16.3
15 - 19 years	5.7	3.8
20 - 24	8.3	6.9
25 - 34	25.4	17.6
35 - 44	15.6	18.6
45 - 54	11.7	15.9
55 - 64	9.7	12.4
65+	8.6	7.8
Not stated	0.5	0.8
Base ('000):	5,874 Person Trips	1,938 Person Visits
Household Income ($CDN)		
Less than $12,000	7.2	6.2
$12,000 - $17,999	0.1	1.9
$18,000 - $23,999	8.5	6.8
$24,000 - $29,999	13.6	7.8
$30,000 - $39,999	18.1	14.9
$40,000 - $49,999	19.0	18.5
$50,000 - $59,999	0.8	2.7
$60,000+	19.4	30.0
Refused/not stated	13.3	11.1
Base ('000):	5,874 Person Trips	1,938 Person Visits

TAR 2: NIAGARA AND MID-WESTERN ONTARIO

Table 2: Occupation and Education of Visitors

	Region	
	Same Day	Overnight
	%	%
Occupation (Chief Wage Earner)		
Professional/executive/owner/manager	27.7	33.5
Skilled labour	31.4	33.8
Sales/clerical	20.2	18.4
Unskilled labour	8.5	7.6
Farmer	0.1	0.3
Retired/pensioned	1.1	1.4
Student/unemployed/homemaker	5.8	1.5
Not stated	5.2	3.4
Base ('000):	5,874 Person Trips	1,938 Person Visits
Education (1)		
Elementary	2.6	4.1
High school	44.8	37.5
Post high school (non-university)	19.4	19.4
University	32.5	37.5
Other	-	0.2
Not stated	0.8	1.3
Base ('000):	5,020 Person Trips	1,624 Person Visits

(1) Among those aged 15 and over.

SECTION IV
TRIP CHARACTERISTICS
U.S. ORIGIN, HIGHWAY MODE

TAR 2: NIAGARA AND MID-WESTERN ONTARIO
(U.S. ORIGIN, HIGHWAY MODE)

Table 1A: Origin of Same Day Visitors

Origin	Destination			
	Region (1)		Province (2)	
	#	%	#	%
USA	5,844	100.0	13,073	100.0
Michigan	151	2.6	5,420	41.5
New York	4,625	79.1	5,594	42.8
Ohio	219	3.7	394	3.0
Pennsylvania	312	5.3	438	3.4
Illinois	85	1.5	160	1.2
Minnesota	-	-	75	0.6
Wisconsin	20	0.3	61	0.5
Indiana	45	0.8	94	0.7
Other USA	387	6.6	835	6.4
Total (Base) ('000):	5,844 Person Trips	100.0	13,073 Person Trips	100.0
Average Party Size Per Trip:	1.73		1.69	

(1) Based on Person Trips to the Region (where the Region is the Main Destination).

(2) Based on Person Trips to the Province.

TAR 2: NIAGARA AND MID-WESTERN ONTARIO
(U.S. ORIGIN, HIGHWAY MODE)

Table 2A: Origin of Overnight Visitors

Origin	Destination			
	Region (1)		Province (2)	
	#	%	#	%
USA	1,451	100.0	4,773	100.0
Michigan	240	16.5	1,289	27.0
New York	324	22.4	997	20.9
Ohio	220	15.1	487	10.2
Pennsylvania	186	12.8	431	9.0
Illinois	63	4.4	220	4.6
Minnesota	2	0.1	203	4.3
Wisconsin	41	2.8	120	2.5
Indiana	32	2.2	107	2.2
Other USA	343	23.7	918	19.2
Total (Base) ('000):	1,451	100.0	4,773	100.0
	Person Visits		Person Trips	
Average Party Size Per Trip:	2.21			

(1) Based on Person Visits to the Region (Region in which an overnight visit was made -- note that in deriving the actual number of overnight visitors to a given travel Region, Person Visits were counted only once if there were overnight stops in more than one place within the given Region).

(2) Note that two measures of overnight travel are employed, namely Person Visits and Person Trips. The former gives an accurate count of visitation to any given region within the province, whereas the latter, which is on a main destination basis, is not precise as it does not reflect visitation which may have been made to different regions on the same trip. Therefore, the grand total of Person Trips/Person Visits for all regions combined does not reflect a correct provincial total. Only the sum of same day and overnight Person Trips for all regions combined can be used as the total for Ontario.

TAR 2: NIAGARA AND MID-WESTERN ONTARIO
(U.S. ORIGIN, HIGHWAY MODE)

Table 3A: Length of Stay

Length of Stay	Destination			
	Region(1)		Province(2)	
	#	%	#	%
Day visitors	5,844	80.1	13,073	73.3
Overnight visitors	1,451	19.9	4,773	26.7
Total (Base) ('000):	7,295	100.0	17,846	100.0

(1) Based on Person Trips to the Region by same day visitors and Person Visits to the Region by overnight visitors.

(2) Based on Person Trips to the Province by same day and overnight visitors.

TAR 2: NIAGARA AND MID-WESTERN ONTARIO
(U.S. ORIGIN, HIGHWAY MODE)

Table 4A: Seasonality By Length of Stay[1]

Season	Same Day		Overnight	
	#	%	#	%
Jan/Feb/Mar	861	14.7	66	4.5
Apr/May/June	1,496	25.6	377	26.0
July/Aug/Sept	2,570	44.0	810	55.8
Oct/Nov/Dec	918	15.7	198	13.6
Total (Base) ('000)	5,844 Person Trips	100.0	1,451 Person Visits	100.0

(1) See Appendix Table I-B for Seasonality of Travel in Ontario in general.

TAR 2: NIAGARA AND MID-WESTERN ONTARIO
(U.S. ORIGIN, HIGHWAY MODE)

Table 5A: Purpose of Trip

	Destination			
	Region		Province	
	#	%	#	%
Main Purpose				
Visiting friends/relatives	801	11.2	2,588	14.5
Recreation/pleasure	5,013	70.3	10,877	60.9
Shopping	320	4.5	1,686	9.4
Personal business	360	5.0	1,090	6.1
Convention	51	0.7	129	0.7
Other business	185	2.6	608	3.4
No main purpose	402	5.6	878	4.9
		100.0		100.0
Other Purposes				
Visiting friends/relatives	79	1.1	336	1.9
Recreation/pleasure	324	4.5	963	5.4
Shopping	371	5.2	965	5.4
Personal business	54	0.8	183	1.0
Convention	9	0.1	41	0.2
Other business	420	5.9	820	4.6
No other purposes	5,889	82.6	14,675	82.2
Base: Person Trips ('000)	7,131	100.2	17,846	100.7

TAR 2: NIAGARA AND MID-WESTERN ONTARIO
(U.S. ORIGIN, HIGHWAY MODE)

Table 6A: Accommodation

	Destination			
	Region		Province	
	#	%	#	%
Friends/relatives	746	25.0	3,866	23.6
Hotel/motor hotel	718	24.1	3,159	19.2
Motel	916	30.7	2,223	13.5
Resort lodge	23	0.8	1,042	6.3
Commercial cottage/cabin	44	1.5	775	4.7
Private cottage	181	6.1	2,916	17.8
Camping/trailer	343	11.5	2,028	12.4
Outfitter/outpost	-	-	220	1.3
Marina/unorganized anchorage	2	0.1	67	0.4
All other types	9	0.3	90	0.5
Total (Base): Person Nights ('000)	2,981	100.0	16,413	100.0
Average length of stay (nights) in accommodation	2.06 (1)		3.44 (2)	

(1) Based on Person Visits to the Region.

(2) Based on Person Trips to the Province.

TAR 2: NIAGARA AND MID-WESTERN ONTARIO
(U.S. ORIGIN, HIGHWAY MODE)

Table 7A: Activities Participated In At Main Destination

	Destination			
	Region		Province	
	#	%	#	%
General Activities				
Outdoor/sporting activities	1,429	20.0	3,414	19.1
Sightseeing/touring	3,249	45.6	7,467	41.8
Shopping	2,386	33.5	6,481	36.3
Eating in a restaurant	3,794	53.2	9,414	52.7
Visiting friends/relatives	768	10.8	2,743	15.4
Specific Activities				
Went on a boat/rail tour	478	6.7	978	5.5
Went to historical sites	800	11.2	1,674	9.4
Went to sporting events	160	2.2	461	2.6
Went to museum/galleries	530	7.4	1,054	5.9
Went to exhibitions/fairs/special events	339	4.8	713	4.0
Went to attractions/zoos/amusement parks	895	12.6	1,680	9.4
Went to live theatre/dance/music concerts	99	1.4	397	2.2
Business				
Personal business	496	7.0	1,669	9.3
Business/conventions	96	1.3	332	1.9
Other				
Other activities	638	8.9	1,588	8.9
None of these/not stated	69	1.0	328	1.8
TOTAL (1)	16,226	227.6	40,393	226.2
Base: Person Trips ('000)	7,131		17,846	
Average number of activities per Person Trip:	2.28		2.26	

(1) Totals add to more than bases and corresponding percentages to more than 100 percent as Person Trips can be associated with multiple activities.

TAR 2: NIAGARA AND MID-WESTERN ONTARIO
(U.S. ORIGIN, HIGHWAY MODE)

Table 8A: Ontario Tourism Advertising

	Destination	
	Region (1)	Province (2)
Recall Ontario Vacation Travel Advertising in Past Six Months	%	%
No	27.5	32.5
Yes	72.5	67.5
Where Advertising Seen	(100%)	(100%)
Brochure	8.6	10.5
Magazine Advertisement	17.4	20.5
Newspaper Advertisement	53.0	43.9
Newspaper Supplement	9.9	7.5
Radio	28.8	28.5
Television	85.6	81.4
Billboard	5.7	6.3
Travel Agency	5.6	6.2
Ontario Travel Centre	2.1	2.9
Other	6.9	5.2
Influence of Advertising		
Prompted Me To Find Out More About Ontario To A:		
Large degree	10.8	13.7
Small degree	25.9	25.4
Not at all	63.3	60.7
Don't know/not stated	*	0.2
Influenced My Decision To Travel To Ontario To A:		
Large degree	10.9	13.0
Small degree	22.8	20.8
Not at all	66.3	66.0
Don't know/not stated	*	0.2
Helped Me Decide Which Places or Attractions To Visit To A:		
Large Degree	14.5	14.4
Small degree	21.0	19.1
Not at all	64.5	66.2
Don't know/not stated	*	0.2
Base ('000):	5,168	12,046

(1) Based on Person Trips to the Region by same day visitors and Person Visits to the Region by overnight visitors.

(2) Based on Person Trips to the Province by same day and overnight visitors.

* Less than 0.05 percent.

SECTION V
TRIP EXPENDITURES
U.S. ORIGIN, HIGHWAY MODE

TAR 2: NIAGARA AND MID-WESTERN ONTARIO
(U.S. ORIGIN, HIGHWAY MODE)

Table 1A: Expenditure By Origin Region(1)

Origin	Destination			
	Region		Province	
	$	%	$	%
USA	259,671	100.0	1,053,598	100.0
Michigan	29,772	11.5	310,322	29.5
New York	110,288	42.5	265,192	25.2
Ohio	29,970	11.5	92,408	8.8
Pennsylvania	30,703	11.8	82,310	7.8
Illinois	8,594	3.3	51,071	4.8
Minnesota	60	*	30,002	2.8
Wisconsin	4,630	1.8	20,071	1.9
Indiana	5,773	2.2	26,001	2.5
Other USA	39,881	15.4	176,219	16.7

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* Less than 0.5 percent.

(1) Based on Households with any expenditure, in current dollars.

(2) Note that total expenditure **excludes** those made by visitors leaving the province by bus, boat and other miscellaneous modes of transportation. Official **total** expenditure by American and other country visitors in Ontario is provided by Statistics Canada. Total spending by residents of other Canadian provinces in Ontario is derived from the Canadian Travel Survey conducted by Tourism Canada.

TAR 2: NIAGARA AND MID-WESTERN ONTARIO
(U.S. ORIGIN, HIGHWAY MODE)

Table 2A: Average Expenditure By Origin and Destination Region (Current$)[1]

Origin of Travellers to Region[3]	Average Expenditure Per Traveller Per Trip (2)	Destination Region	Average Expenditure Per Traveller Per Trip (2)
USA	$29.22	TAR 1:Southwestern Ontario	$33.35
Michigan	52.17	TAR 2:Niagara and Midwestern Ontario	29.22
New York	19.34	TAR 3:Grey-Bruce-Huronia-Muskoka	104.07
Ohio	50.54	TAR 4:Metropolitan Toronto	128.38
Pennsylvania	44.58	TAR 5:Central Ontario	101.33
		TAR 6:Eastern Ontario	63.32
		TAR 7-12:Northern Ontario	116.76
		TROR 1:Southwest Ontario	34.25
		TROR 2:Central Ontario	51.53
		TROR 3:Eastern Ontario	70.50
		TROR 4:Northeast Ontario	85.74
		TROR 5:Northwest Ontario	156.01
Regional Average	$29.22		

(1) The method used to calculate the average expenditure was as follows: a traveller (denominator) was counted in each and every region of the province that was visited at all during the trip (without any duplications) -- the expenditure (numerator) was allocated to a given region according to a prescribed set of rules (see Technical Appendix).

(2) Any length of stay.

(3) Average expenditure is only shown for those origin groupings, where the calculation of said average expenditure is based on a sample size of over 100 households.

TAR 2: NIAGARA AND MID-WESTERN ONTARIO
(U.S. ORIGIN, HIGHWAY MODE)

Table 3A: Itemized Expenditure (Current $)

Item	Expenditures In: Region $	Region %	Province $	Province %
Total ('000)	259,671	100.0	1,053,598	100.0
Public transportation(1)	2,393	0.9	19,256	1.8
Automobile expenses	24,580	9.5	128,089	12.2
Local transportation	3,000	1.2	7,116	0.7
Accommodation	50,724	19.5	262,080	24.9
Food and beverage	86,966	33.5	311,826	29.6
Recreation	47,896	18.4	148,125	14.1
Other	44,112	17.0	177,100	16.8
Prepaid	6,526	2.5	50,406	4.8
Non-prepaid	253,146	97.5	1,003,192	95.2

(1) Air, train, bus, ship expenditure on Canadian carriers only by United States and other country visitors -- fares paid to Canadian carriers by residents of other Canadian provinces were accrued to province of origin of trip.

TAR 2: NIAGARA AND MID-WESTERN ONTARIO
(U.S. ORIGIN, HIGHWAY MODE)

Table 4A: Average and Total Expenditure (Current$) By Length of Stay

	Expenditures In:	
	Region	Province
	$	$
Average Expenditure Per Person Per Trip[1]		
Total	29.22	59.04
• Same day visitor	18.19	24.31
• Overnight visitor	58.98	154.12
Total Expenditures ('000)		
Total	259,671	1,053,598
• Same day visitors	117,665	317,862
• Overnight visitors	142,007	735,624

(1) Based on individual's spending in province.

TAR 1: NIAGARA AND MID-WESTERN ONTARIO
(U.S. ORIGIN, HIGHWAY MODE)

Table 5A: Average and Total Expenditure (Current $) By Main Purpose of Trip

	Expenditures In:	
	Region	Province
	$	$
Average Expenditure Per Person Per Trip[1]		
Total	29.22	59.04
• Visiting friends/relatives	20.14	42.73
• Recreation/pleasure	32.43	66.37
• Shopping	41.79	43.06
• Personal business	18.57	32.76
• Convention	41.79	137.76
• Other business	16.86	114.83
• No main purpose	18.05	28.72
Total Expenditures ('000)		
Total	259,671	1,053,598
• Visiting friends/relatives	23,613	110,596
• Recreation/pleasure	195,648	721,883
• Shopping	14,764	72,601
• Personal business	8,037	35,707
• Convention	3,178	17,771
• Other business	4,140	69,819
• No main purpose	10,292	25,220

(1) Based on individual's spending in province.

SECTION VI
SOCIO-ECONOMIC CHARACTERISTICS
U.S. ORIGIN, HIGHWAY MODE

TAR 2: NIAGARA AND MID-WESTERN ONTARIO
(U.S. ORIGIN, HIGHWAY MODE)

Table 1A: Age and Income of Visitors

	Region	
	Same Day	Overnight
	%	%
Age		
Under 15	14.6	19.1
15 - 19 years	5.8	3.4
20 - 24	8.3	6.9
25 - 34	25.3	16.8
35 - 44	15.5	18.3
45 - 54	11.7	15.6
55 - 64	9.7	11.6
65+	8.6	7.7
Not stated	0.5	0.7
Base ('000):	5,844 Person Trips	1,451 Person Visits
Household Income ($CDN)		
Less than $12,000	7.2	4.5
$12,000 - $17,999	0.1	0.1
$18,000 - $23,999	8.5	7.9
$24,000 - $29,999	13.7	7.3
$30,000 - $39,999	18.2	14.0
$40,000 - $49,999	18.9	19.6
$50,000 - $59,999	0.7	0.8
$60,000+	19.4	34.9
Refused/not stated	13.3	11.0
Base ('000):	5,844 Person Trips	1,451 Person Visits

TAR 2: NIAGARA AND MID-WESTERN ONTARIO
(U.S. ORIGIN, HIGHWAY MODE)

Table 2A: Occupation and Education of Visitors

	Region	
	Same Day	Overnight
	%	%
Occupation (Chief Wage Earner)		
Professional/executive/owner/manager	27.5	31.8
Skilled labour	31.5	37.3
Sales/clerical	20.3	17.1
Unskilled labour	8.5	8.1
Farmer	0.1	0.3
Retired/pensioned	1.1	0.7
Student/unemployed/homemaker	5.8	1.5
Not stated	5.2	3.2
Base ('000):	5,844 Person Trips	1,451 Person Visits
Education (1)		
Elementary	2.6	2.6
High school	45.0	38.9
Post high school (non-university)	19.4	19.8
University	32.3	37.6
Other	-	0.1
Not stated	0.8	1.0
Base ('000):	4,992 Person Trips	1,174 Person Visits

(1) Among those aged 15 and over.

APPENDIX I

STUDY DESIGN SUMMARY

STUDY DESIGN SUMMARY

1. Background

The 1985 Ontario Exit Survey was commissioned by the Province of Ontario to provide up-to-date information on non-resident visitors to the province.

The study complements the Ontario Travel Survey, a survey of Ontario resident travel, conducted in 1982 and updated in 1985.

2. Objectives

The 1985 Ontario Exit Survey was designed to meet the following broad objectives:

- to measure the volume and value of tourism to the province and to its tourist regions;
- to obtain detailed information regarding trip and traveller characteristics;
- to measure visitor awareness of Ontario destination advertising.

The information will be of assistance for the preparation of both marketing and development programs in the Ontario travel industry, in addition to general economic planning.

3. Design Summary

(a) Study Method

The study involved interviewing non-resident visitors as they left the province at:

- provincial and international highway exits;
- airports on out-of-province flights, both scheduled and charter;
- trains leaving the province.

Excluded from the study were those leaving the province by bus or boat.

(b) Time Frame

The study was conducted for a full twelve months, from January 19th, 1985, through to February 25th, 1986.

Specific locations of interviews and dates are included in the Technical Report.

(c) Interviewing Procedure

Non-resident visitors were interviewed at exit points and surveyed in person by trained interviewers.

Highway surveying was carried out at U.S. border crossings, major provincial border locations, and at Ottawa bridges. The survey firm, Traveldata International, worked closely with the Ministry of Transportation and Communication in designing safe and effective inter-provincial highway interviewing procedures.

Airport interviewing was carried out in the departure lounges of outbound flights, train interviews onboard trains leaving the province.

The procedures are described in full detail in Section C of the Technical Report.

Copies of the questionnaires are appended to this report for reference.

(d) Sample Design

The sample is, technically, a multi-stage stratified probability sample. The different stages or levels of sampling ensure a representative sample. A systematic sampling procedure ensured a spread of stints over the full 12 months. At each stage, quotas were established for each of several alternatives, or systematic sampling was employed so that the final sample included:

- each quarter of the year properly covered;

- all types of non-commercial vehicles, both chartered and scheduled aircraft, and a representative sampling of trains;
- a spread of different ports within each mode;
- both weekdays and weekends;
- different times of day;
- a spread of dates within each season;
- a random sample of eligible exiting visitors.

In fact, two separate samples were drawn, each replicating the other. This permitted determination of the reliability or accuracy of the data.

The procedures used at each stage of sampling were carefully controlled and rigorously followed. The results were subsequently computer weighted to reflect the probabilities of selection and to generate visitor projections.

Sampling was carried out during daylight hours at highway locations. To account for nighttime traffic, a special observation and counting procedure was set up to estimate the number of non-resident visitors leaving the province during hours of darkness.

(e) Interview Completions

The following number of personal interviews were completed:

- Quarter One: 1,164 interviews
- Quarter Two: 3,904 interviews
- Quarter Three: 4,154 interviews
- Quarter Four: 1,368 interviews
- TOTAL: 10,590 interviews.

Results

The findings of the study are presented in the following volumes:

A. Analysis:

Volume I	--	Ontario
Volume II	--	TAR 1: Southwestern Ontario
Volume III	--	TAR 2: Niagara and Midwestern Ontario
Volume IV	--	TAR 3: Grey Bruce-Huronia-Muskoka
Volume V	--	TAR 4: Metropolitan Toronto
Volume VI	--	TAR 5: Central Ontario
Volume VII	--	TAR 6: Eastern Ontario
Volume VIII	--	TAR 7-12: Northern Ontario
Volume IX	--	TROR 1: Southwestern Ontario
Volume X	--	TROR 2: Central Ontario

Volume XI -- TROR 3: Eastern Ontario
Volume XII -- TROR 4: Northeastern Ontario
Volume XIII -- TROR 5: Northwestern Ontario
Volume XIV -- Technical Report
Volume XV -- Detailed Tables

APPENDIX II
TABLES

TABLE I-A

Same Day and Overnight Travel By Destination Region

Destination	Same Day		Overnight		Total	
	#	%	#	%	#	%
TAR 1:Southwestern Ontario	5,389	33.6	1,296	11.8	6,685	24.7
2:Niagara/Midwestern Ontario	5,874	36.6	1,938	17.6	7,812	28.9
3:Grey-Bruce-Huronia-Muskoka	12	0.1	405	3.7	417	1.5
4:Metropolitan Toronto	520	3.2	2,994	27.2	3,514	13.0
5:Central Ontario	24	0.1	537	4.9	561	2.1
6:Eastern Ontario	3,442	21.5	1,992	18.1	5,434	20.1
7:Almaguin-Nippising	-	-	134	1.2	134	0.5
8:Rainbow Country	1	*	290	2.6	291	1.1
9:Algoma-Kinniwabi	537	3.3	372	3.4	909	3.4
10:Cochrane-Timiskaming	4	*	87	0.8	91	0.3
11:North of Superior	25	0.2	329	3.0	354	1.3
12:Northwestern Ontario	185	1.2	620	5.6	805	3.0
Total (Base) ('000):	16,042 Person Trips	100.0	10,994 Person Visits	100.0	27,036	100.0
7-12:Northern Ontario(1)	753	4.7	1,297	14.3	2,050	9.5
TRORl:Southern Ontario	5,412	33.7	1,537	14.8	6,949	26.3
2:Central Ontario	6,405	39.9	4,957	47.6	11,362	43.0
3:Eastern Ontario	3,443	21.5	2,260	21.7	5,703	21.6
4:Northeastern Ontario	542	3.4	766	7.4	1,308	4.9
5:Northwestern Ontario	211	1.3	896	8.6	1,107	4.2
Total (Base) ('000):	16,042 Person Trips	100.0	10,416 Person Visits	100.0	26,458	100.0

* Less than .05 percent.

(1) Based on Person Trips to the Region by same day visitors and Person Trips to the Region by overnight visitors.

TABLE I-B

Seasonality of Travel In Ontario By Length of Stay

Season	Same Day		Overnight	
	#	%	#	%
Jan/Feb/Mar	2,738	17.1	1,162	11.2
Apr/May/June	4,088	25.5	2,328	22.4
July/Aug/Sept	6,182	38.5	5,324	51.1
Oct/Nov/Dec	3,035	18.9	1,603	15.4
Total (Base) Person Trips ('000):	16,042 Person Trips	100.0	10,416 Person Visits	100.0

TABLE I-C

Total Expenditure In Ontario By Origin and Destination Region (Current$)

Origin	Destination						
	TAR 1 South-Western Ontario	TAR 2 Niagara/ Midwest Ontario	TAR 3 Grey-Bruce -Huronia -Muskoka	TAR 4 Metro Toronto	TAR 5 Central Ontario	TAR 6 Eastern Ontario	TAR 7-12 Northern Ontario
USA	267,165	271,192	24,087	386,799	25,477	141,685	183,955
Michigan	174,603	30,570	6,387	61,926	3,879	3,360	39,083
New York	24,120	111,532	6,244	82,861	5,007	63,706	6,851
Ohio	14,508	31,389	1,689	38,063	6,269	6,796	17,514
Pennsylvania	1,236	32,121	1,717	37,255	4,200	12,784	6,859
Illinois	9,457	8,683	1,016	13,007	303	2,500	22,738
Minnesota	908	518	57	6,437	-	356	28,827
Wisconsin	2,331	5,291	1,514	5,096	95	739	10,441
Indiana	3,311	5,797	187	5,661	410	1,275	12,053
Other USA	36,691	45,291	5,276	136,493	5,314	50,169	39,589
Canada	32,600	63,963	20,729	281,104	26,538	190,657	73,592
Maritimes	6,843	8,222	4,704	45,194	4,608	38,169	8,632
Québec	8,483	19,592	7,716	101,636	13,577	94,867	12,686
Manitoba	4,422	16,974	1,844	42,136	2,671	10,177	28,542
Saskatchewan	2,366	2,781	36	8,500	1,219	12,872	5,298
Alberta	7,420	6,048	2,070	48,997	2,560	18,787	10,856
British Columbia	3,066	9,522	4,359	32,184	1,776	9,972	5,186
Others	-	824	-	2,457	127	5,813	2,392
All Other Countries	3,938	30,835	10,702	149,918	4,138	22,327	3,113
United Kingdom	1,206	4,008	807	37,636	634	5,009	1,341
TOTAL	303,704	365,990	55,522	817,821	56,156	354,673	260,661
%	13.7	16.5	2.5	36.8	2.5	15.9	11.7

TABLE I-C (Continued)

Total Expenditure In Ontario By Origin and Destination Region (Current$)

Origin	Destination						
	TROR 1 South-west Ontario	TROR 2 Central Ontario	TROR 3 Eastern Ontario	TROR 4 North-west Ontario	TROR 5 North-east Ontario	TOTAL	PERCENT OF TOTAL
USA	280,867	678,528	160,299	93,613	87,057	1,302,604	58.6
Michigan	177,326	98,862	5,090	35,348	3,183	320,384	14.4
New York	25,002	201,494	67,266	6,278	283	300,753	13.5
Ohio	15,620	70,730	12,537	16,269	1,073	116,250	5.2
Pennsylvania	2,362	71,570	16,530	5,353	357	96,531	4.3
Illinois	10,226	21,983	2,756	6,226	16,512	57,969	2.6
Minnesota	1,366	6,554	356	908	27,919	37,106	1.7
Wisconsin	3,377	10,948	741	1,707	8,734	25,526	1.1
Indiana	3,718	11,601	1,604	8,417	3,355	28,775	1.3
Other USA	41,870	184,786	53,419	13,107	25,641	319,310	14.4
Canada	46,959	365,253	204,871	32,878	39,227	694,301	31.2
Maritimes	11,736	56,084	39,920	4,291	4,341	117,922	5.3
Québec	10,503	134,451	102,404	9,443	1,757	259,853	11.7
Manitoba	5,881	61,290	11,054	2,837	25,705	107,683	4.8
Saskatchewan	3,920	10,080	13,776	2,543	2,754	33,589	1.5
Alberta	7,954	57,171	20,757	6,902	3,954	97,292	4.4
British Columbia	6,940	42,921	11,019	4,470	716	66,348	3.0
Others	25	3,256	5,941	2,392	-	11,614	0.5
All Other Countries	7,281	191,061	23,883	1,104	1,642	226,982	10.2
United Kingdom	2,669	41,454	5,178	560	781	50,641	2.3
TOTAL	335,107	1,234,838	389,055	127,595	127,928	2,223,876	
%	15.1	55.5	17.5	5.7	5.8	100.0	100.0

TABLE I-D

Age and Income of Visitors To Ontario

	Province	
	Same Day	Overnight
	%	%
Age		
Under 15	13.8	13.4
15 - 19 years	4.9	4.8
20 - 24	8.6	6.7
25 - 34	22.1	17.6
35 - 44	17.2	19.8
45 - 54	12.4	14.1
55 - 64	11.2	14.2
65+	9.4	8.3
Not stated	0.5	1.0
Base ('000):	16,042 Person Trips	10,992 Person Visits
Household Income ($CDN)		
Less than $12,000	6.5	5.7
$12,000 - $17,999	1.9	2.6
$18,000 - $23,999	9.2	6.8
$24,000 - $29,999	10.5	8.1
$30,000 - $39,999	13.6	13.1
$40,000 - $49,999	18.3	17.8
$50,000 - $59,999	3.2	5.6
$60,000+	24.4	28.7
Refused/not stated	12.5	11.5
Base ('000):	16,042 Person Trips	10,992 Person Visits

TABLE I-E

Occupation and Education of Visitors To Ontario

	Province	
	Same Day	Overnight
	%	%
Occupation (Chief Wage Earner)		
Professional/executive/owner/manager	33.4	41.0
Skilled labour	29.2	26.8
Sales/clerical	19.4	19.0
Unskilled labour	8.0	5.3
Farmer	0.2	1.0
Retired/pensioned	0.9	2.3
Student/unemployed/homemaker	3.8	1.9
Not stated	5.2	2.7
Base ('000):	16,042 Person Trips	10,992 Person Visits
Education (1)		
Elementary	3.6	4.8
High school	40.2	35.3
Post high school (non-university)	16.4	18.3
University	38.9	40.0
Other	0.2	0.1
Not stated	0.7	1.3
Base ('000):	13,838 Person Trips	9,536 Person Visits

(1) Among those aged 15 and over.

APPENDIX III
DEFINITIONS

A. MEASUREMENT OF HOUSEHOLD TRAVEL

1. Visitor

Any person visiting the Province of Ontario and whose permanent place of residence lies outside the province. Excluded were individuals travelling for the following purposes:

- commuting to school or work;
- an operator or crew member of commercial carriers, including trucks;
- for sales calls or deliveries;
- moving to a new residence.

If an individual re-entered the province several times on one trip away from home, that individual was eligible for interview only at the last exit from the province. The study, then, is a survey of **visitors** rather than **visits.**

2. Travel Party

Defined as comprising all those persons travelling together and participating in the same activities. In many cases, travel parties consist of members from more than one household.

3. **Household Party**

Defined as members of the same household travelling together. This is the basic unit of analysis for the survey.

4. **Household Trip**

A trip involving one person or a group of persons from the same household. For example, if four persons from one household travel together, it counts as one household trip. If they all belong to different households, it counts as four household trips.

5. **Person Trip**

A trip taken by one person, either singly or in a group. If four persons go on a trip together, it counts as four person trips.

6. **Person Night**

A night spent by a person on a trip. For example, if two persons take a trip involving three nights away from home, there is a count of six person nights.

7. **Person Visit***

A person trip which is counted more than once if there is an overnight stop in more than one area of the province. For example, if two persons stop overnight in one area and then stop in another area, there is a count of four person visits.

* During the survey, two methods were used to ascertain the destination of each trip. The respondent was asked his/her main destination (or place furthest from home) on each trip. This approach, although simplest, does not enable an accurate measurement of the actual number of people visiting each region. For example, a visitor might give Ottawa as his main destination when, en route, he also stayed overnight in Metro Toronto and Belleville. Thus, in order to estimate the number of visitors to each region more accurately, respondents were also asked to name every place where they had stayed overnight.

B. EXPENDITURE TYPES

1. Automobile

Expenditure on gas/oil/maintenance during trip or prior (when part of prepaid package), and also pertains to trucks, campers and other recrea- tional vehicles such as boats, snowmobiles, etc. Included also are rental costs for autos or other motor vehicles.

2. Public Transportation

Expenditure on fares paid to Canadian carriers only, either during trip or prior (when part of prepaid package), for any destination.

3. Accommodation

Expenditure made in regards to commercial accommodation rooms/units, either during or prior (when part of prepaid package).

4. Food/Beverage

Expenditure on food either during trip or prior (when part of prepaid package), and on beverages, and includes food and/or beverage portion of accommodation bill.

5. **Recreation**

Expenditure made either during trip or prior (when part of prepaid package) on user fees, admissions and rental fees, and pertains to such items as recreational facilities, sporting events, amusement parks, attractions, night clubs, theatres, cultural activities, fish and game licences, rental of boats, snowmobiles, equipment, etc.

6. **Local Transportation**

Expenditure on transportation within the local area of any of the places stopped at during the trip. Such expenses include taxi, bus, subway, etc.

7. **Other**

Expenditure on all other items, such as clothing, art, appliances, furnishings, souvenirs and other miscellaneous purchases made during the trip.

SECTION C: ACTIVITY CATEGORIES

1. Engaged in Outdoor/Sporting Activity

Went golfing, swimming, hiking, taking walks, etc.

2. Engaged in Sightseeing/Touring

Travelling on "scenic routes", to see special views, along back roads, just going for a ride, etc.

3. Engaged in Personal Business

Visited doctor, lawyer, dentist, banking, attended funeral, wedding, etc.

4. Engaged in Business/Conventions

Bought, sold, inspected, consulted, visited associates, serviced customers (do not include sales route activities), attended conferences, group meetings, training courses, seminars (at least 10 people), etc.

5. Went Shopping

Included shopping for food, furniture, etc. One need not have purchased anything. Window shopping or browsing was considered shopping also.

6. **Went to a Restaurant to Eat**

7. **Went on Boat/Rail Tours**

8. **Went to Historical Sites**

Parliament buildings, forts, etc.

9. **Attended Sporting Events**

Golf tournament, professional ball game, etc.

10. **Attended Museums/Galleries**

11. **Attended Exhibitions/Fairs/Special Events**

Flower shows, carnivals, etc.

12. **Attended Attractions/Zoo/Amusement Parks**

CN Tower, Botanical Gardens, etc.

13. **Attended Live Theater/Dance/Music Concerts**

Does not include movies in this category.

14. Visited With Friends/Relatives

15. Other Activities

Any other activities were included here.

SECTION D: ACCOMMODATION CATEGORIES

1. Stay with Friends/Relatives

Staying overnight with friends or relatives either at their home or cottage.

2. Hotels/Motor Hotels

Included commercial establishments where one enters one's room from a central hallway. Tourist Homes were also included.

3. Motels

Commercial establishments where one enters one's room directly from outside the establishment.

4. Resort Lodges

Commercial establishments outside large urban areas which provide centralized eating facilities and recreation within the grounds.

5. Commercial Cottages/Cabins

Commercial establishments with most units arranged either singly or in pairs under one roof. No centralized eating facilities or recreation facilities are offered.

6. Private Cottage (For Own Use), Camp, Chalet, Condominium

Owned, rented or borrowed for one's own use.

7. Camping/Trailer Parks

Establishments providing for public use: sites for tents, tent trailers, etc. Residential trailer parks are not included.

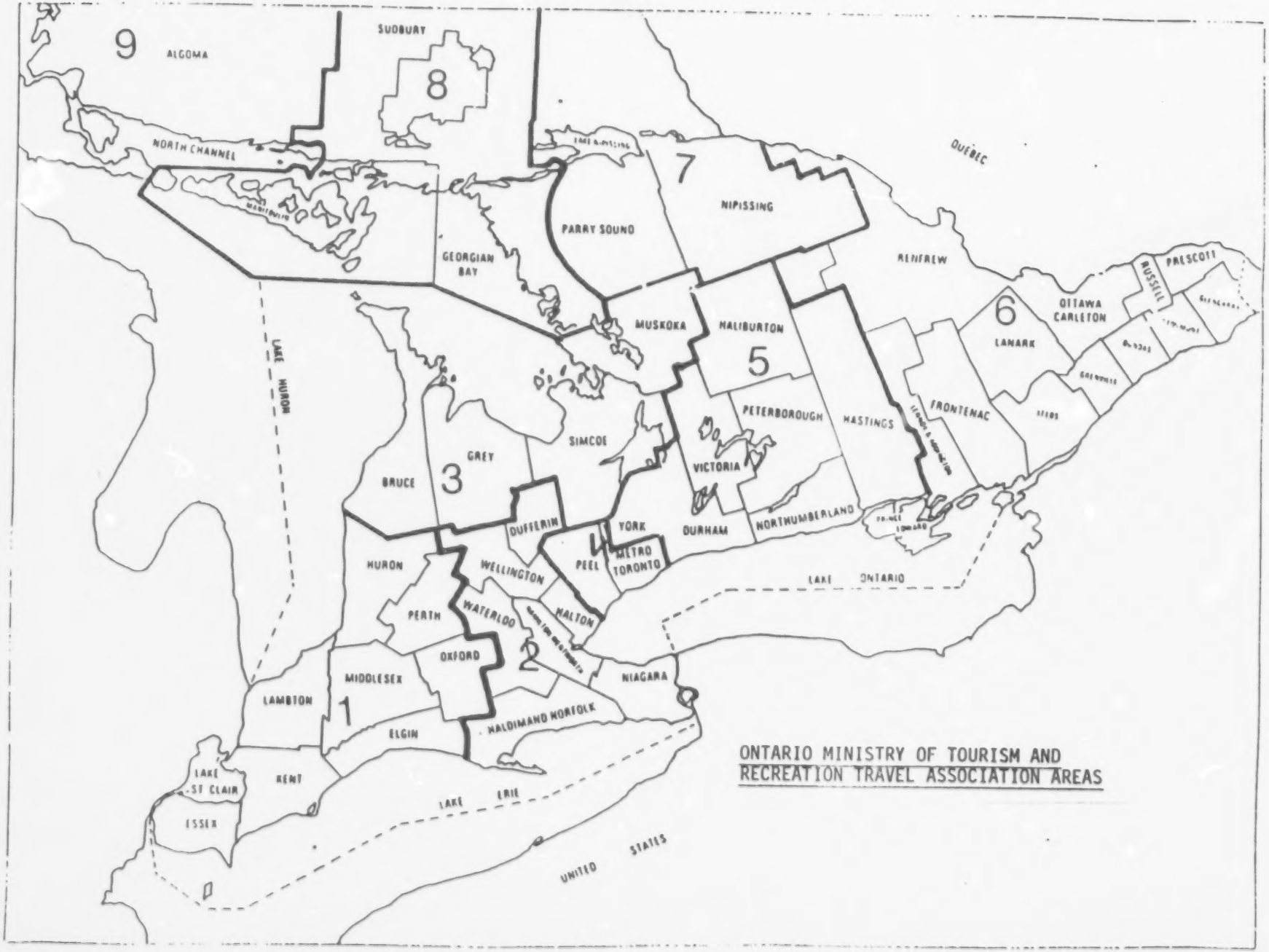
8. Outfitter/Outpost

Commercial establishments which cater to hunting and/or fishing in surrounding locations.

9. Marina/Unorganized Anchorage

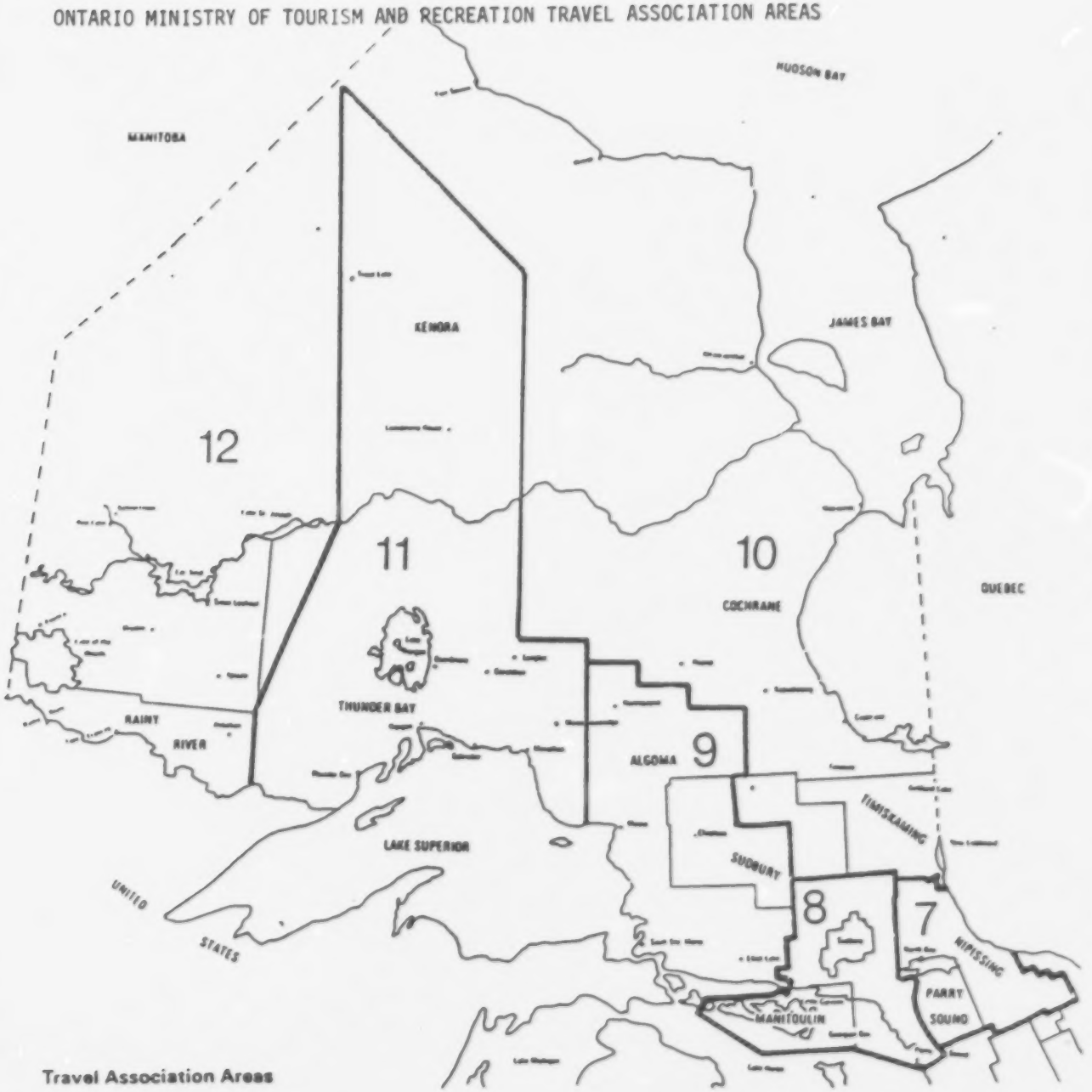
Mooring or docking facilities with or without related services.

APPENDIX IV
MAPS



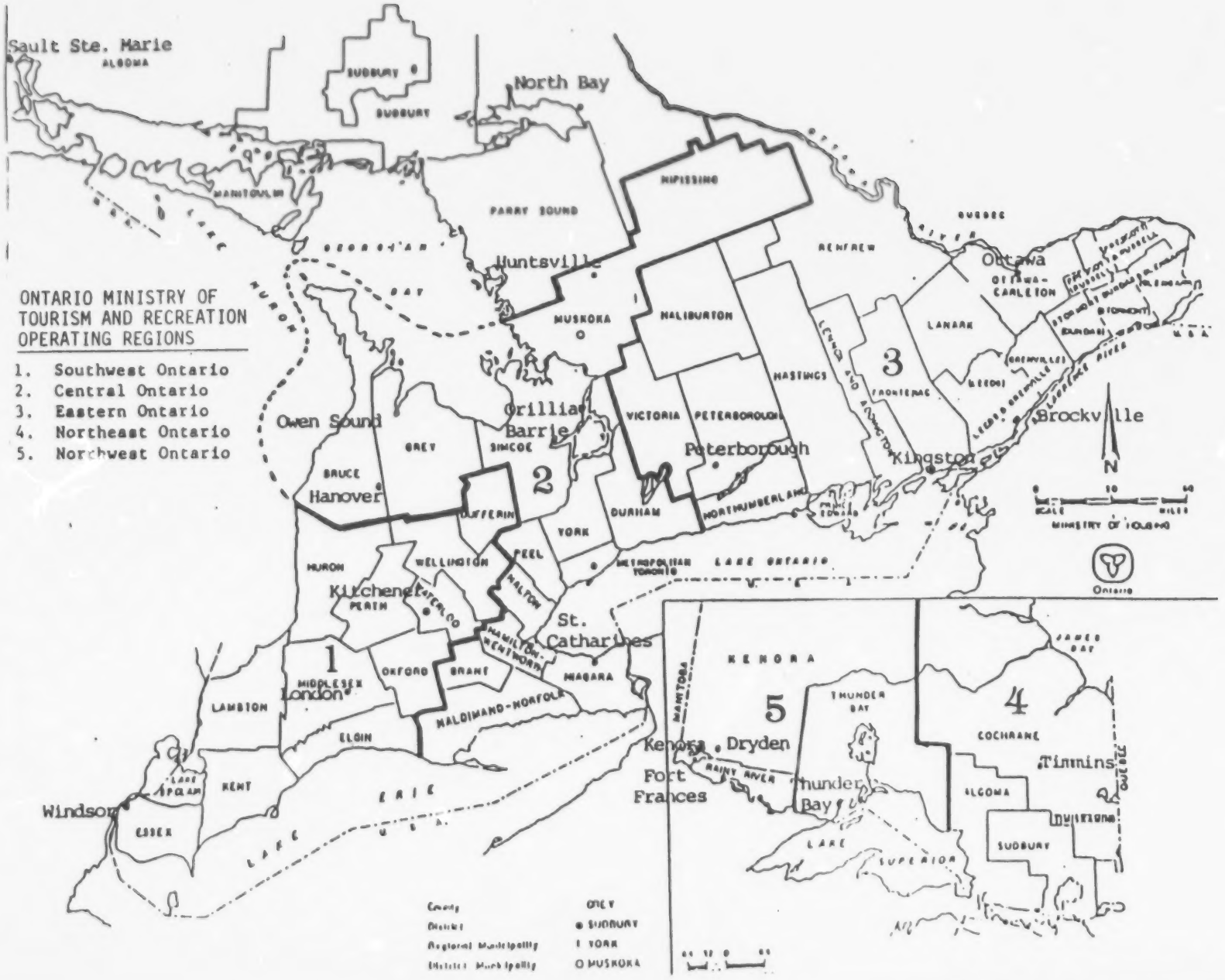
ONTARIO MINISTRY OF TOURISM AND
RECREATION TRAVEL ASSOCIATION AREAS

ONTARIO MINISTRY OF TOURISM AND RECREATION TRAVEL ASSOCIATION AREAS



Travel Association Areas

1. Southwestern Ontario
2. Niagara & Mid-Western Ontario
3. Grey/Bruce-Huronia Muskoka
4. Metropolitan Toronto
5. Central Ontario
6. Eastern Ontario
7. Almaguin Nipissing
8. Rainbow Country
9. Algoma Kinniwabi
10. Cochrane Timiskaming
11. North of Superior
12. Northwest Ontario


ONTARIO MINISTRY OF TOURISM AND RECREATION OPERATING REGIONS
1. Southwest Ontario
2. Central Ontario
3. Eastern Ontario
4. Northeast Ontario
5. Northwest Ontario
Sault Ste. Marie
ALGOMA
SUDBURY
North Bay
MANITOULIN
PARRY SOUND
NIPISSING
RENFREW
Ottawa
OTTAWA-CARLETON
Huntsville
MUSKOKA
HALIBURTON
LANARK
HASTINGS
LENNOX AND ADDINGTON
FRONTENAC
Brockville
Owen Sound
GREY
SIMCOE
Orillia
Barrie
VICTORIA
PETERBOROUGH
Peterborough
Kingston
BRUCE
Hanover
DUFFERIN
YORK
DURHAM
NORTHUMBERLAND
HURON
WELLINGTON
PEEL
METROPOLITAN TORONTO
LAKE ONTARIO
Kitchener
WATERLOO
HALTON
St. Catharines
HAMILTON-WENTWORTH
NIAGARA
MIDDLESEX
London
OXFORD
BRANT
LAMBTON
ELGIN
HALDIMAND-NORFOLK
KENT
ESSEX
Windsor
LAKE ERIE
KENORA
THUNDER BAY
COCHRANE
Timmins
Kenora
Dryden
Fort Frances
Thunder Bay
ALGOMA
SUDBURY
LAKE SUPERIOR
N
SCALE
MILES
MINISTRY OF TOURISM
Ontario
County
District
Regional Municipality
District Municipality
GREY
SUDBURY
YORK
MUSKOKA

APPENDIX V

SCREENERS, TALLY SHEETS, QUESTIONNAIRES

TRAVELDATA INTERNATIONAL

Study No. T1118-84
March 27, 1985

SPRING/SUMMER HIGHWAY RECRUITING FORM

1985 ONTARIO EXIT SURVEY

Location: _____ Time: From: _____

To: _____

	Day		Day
April	_____	July	_____
May	_____	August	_____
June	_____	September	_____

Hello, I'm _____. We are conducting a short travel survey for the Ontario government.

1. (ASK ONLY IF NECESSARY) Are you leaving Ontario now?

Yes --- CONTINUE

No --- TALLY VEHICLE. DISCONTINUE INTERVIEW.

VEHICLE TALLY

2. Are you travelling for any of the following reasons--commuting to work or school, on a sales call or delivery, travelling as an operator or crew member, or moving to a new residence?

Yes to any --- TALLY VEHICLE. DISCONTINUE INTERVIEW.

No --- CONTINUE

VEHICLE TALLY

3. Will you be entering Ontario again before you go home?

Yes --- TALLY VEHICLE. DISCONTINUE INTERVIEW.

No --- CONTINUE

X Not sure

VEHICLE TALLY

4. Did you stay overnight or longer in Ontario on this trip?

Overnight --- TALLY AND GO TO MAIN QUESTIONNAIRE.

Day Visitor --- CIRCLE WHETHER OR NOT RECRUITED BELOW

NOTE: IF NOT BUSY DUE TO LOW TRAFFIC, RECRUIT MORE DAY VISITORS AND CONTINUE TO CIRCLE BELOW.

At	Recruit
Highway 17 West, Rainy River, Fort Frances, Pigeon River, Sault Ste Marie, Lansdowne, 417 East, 401 East	Every Day Visitor
Sarnia, Sombra, Walpole Is., Windsor, Ambassador, Queenston, Point Alexandria	Every 2nd Day Visitor
Fort Erie, Rainbow	Every 3rd Day Visitor
Port Lambton, Prescott	Every 4th Day Visitor
Windsor Tunnel, Whirlpool Cornwall, Ottawa	Every 5th Day Visitor

Vehicle	Day Visitor Recruited Yes	No	Vehicle	Day Visitor Recruited Yes	No	Vehicle	Day Visitor Recruited Yes	No
1.	Y	N	21.	Y	N	41.	Y	N
2.	Y	N	22.	Y	N	42.	Y	N
3.	Y	N	23.	Y	N	43.	Y	N
4.	Y	N	24.	Y	N	44.	Y	N
5.	Y	N	25.	Y	N	45.	Y	N
6.	Y	N	26.	Y	N	46.	Y	N
7.	Y	N	27.	Y	N	47.	Y	N
8.	Y	N	28.	Y	N	48.	Y	N
9.	Y	N	29.	Y	N	49.	Y	N
10.	Y	N	30.	Y	N	50.	Y	N
11.	Y	N	31.	Y	N	51.	Y	N
12.	Y	N	32.	Y	N	52.	Y	N
13.	Y	N	33.	Y	N	53.	Y	N
14.	Y	N	34.	Y	N	54.	Y	N
15.	Y	N	35.	Y	N	55.	Y	N
16.	Y	N	36.	Y	N	56.	Y	N
17.	Y	N	37.	Y	N	57.	Y	N
18.	Y	N	38.	Y	N	58.	Y	N
19.	Y	N	39.	Y	N	59.	Y	N
20.	Y	N	40.	Y	N	60.	Y	N

STINT SUMMARY

TOTAL VEHICLES TALLIED	- Q.1	_____	A
TOTAL VEHICLES TALLIED	- Q.2	_____	B
TOTAL VEHICLES TALLIED	- Q.3	_____	C
TOTAL OVERNIGHT VISITORS STOPPED	- Q.4	_____	D
TOTAL DAY VISITORS STOPPED	- Q.4	_____	E
TOTAL DAY VISITORS RECRUITED	- Q.4	_____	F

TRAVELDATA INTERNATIONAL

Study No. T1118-84
January 16, 1985

WINTER HIGHWAY RECRUITING FORM

1985 ONTARIO EXIT SURVEY

Location: _____ Time: From: _____

To: _____

	Day		Day
January	_____	October	_____
February	_____	November	_____
March	_____	December	_____

Hello, I'm _____. We are conducting a short travel survey for the Ontario government.

1. (ASK ONLY IF NECESSARY) Are you leaving Ontario now?

Yes → CONTINUE

No → TALLY VEHICLE. DISCONTINUE INTERVIEW.

VEHICLE TALLY

2. Are you travelling for any of the following reasons--commuting to work or school, on a sales call or delivery, travelling as an operator or crew member, or moving to a new residence?

Yes to any → TALLY VEHICLE. DISCONTINUE INTERVIEW.

No → CONTINUE

VEHICLE TALLY

3. Will you be entering Ontario again before you go home?

Yes → TALLY VEHICLE. DISCONTINUE INTERVIEW.

(X) No / Not sure → CONTINUE

VEHICLE TALLY

4. Did you stay overnight or longer in Ontario on this trip?

Overnight → GO TO MAIN QUESTIONNAIRE.

Day Visitor → CIRCLE WHETHER OR NOT RECRUITED BELOW

At	Recruit
Highway 17 West, Lansdowne, 417 East, 401 East	Every Day Visitor
Sault Ste. Marie, Queenston	Every 3rd Day Visitor
Sarnia	Every 4th Day Visitor
Windsor, Fort Erie Rainbow, Cornwall, Ottawa	Every 5th Day Visitor

Vehicle	Day Visitor Recruited Yes	No	Vehicle	Day Visitor Recruited Yes	No	Vehicle	Day Visitor Recruited Yes	No
1.	Y	N	31.	Y	N	61.	Y	N
2.	Y	N	32.	Y	N	62.	Y	N
3.	Y	N	33.	Y	N	63.	Y	N
4.	Y	N	34.	Y	N	64.	Y	N
5.	Y	N	35.	Y	N	65.	Y	N
6.	Y	N	36.	Y	N	66.	Y	N
7.	Y	N	37.	Y	N	67.	Y	N
8.	Y	N	38.	Y	N	68.	Y	N
9.	Y	N	39.	Y	N	69.	Y	N
10.	Y	N	40.	Y	N	70.	Y	N
11.	Y	N	41.	Y	N	71.	Y	N
12.	Y	N	42.	Y	N	72.	Y	N
13.	Y	N	43.	Y	N	73.	Y	N
14.	Y	N	44.	Y	N	74.	Y	N
15.	Y	N	45.	Y	N	75.	Y	N
16.	Y	N	46.	Y	N	76.	Y	N
17.	Y	N	47.	Y	N	77.	Y	N
18.	Y	N	48.	Y	N	78.	Y	N
19.	Y	N	49.	Y	N	79.	Y	N
20.	Y	N	50.	Y	N	80.	Y	N
21.	Y	N	51.	Y	N	81.	Y	N
22.	Y	N	52.	Y	N	82.	Y	N
23.	Y	N	53.	Y	N	83.	Y	N
24.	Y	N	54.	Y	N	84.	Y	N
25.	Y	N	55.	Y	N	85.	Y	N
26.	Y	N	56.	Y	N	86.	Y	N
27.	Y	N	57.	Y	N	87.	Y	N
28.	Y	N	58.	Y	N	88.	Y	N
29.	Y	N	59.	Y	N	89.	Y	N
30.	Y	N	60.	Y	N	90.	Y	N

STINT SUMMARY

TOTAL VEHICLES TALLIED - Q.1 _____

TOTAL VEHICLES TALLIED - Q.2 _____

TOTAL VEHICLES TALLIED - Q.3 _____

TOTAL DAY VISITORS STOPPED - Q.4 _____

TOTAL DAY VISITORS RECRUITED - Q.4 _____

TRAVELDATA INTERNATIONAL

STUDY NO. T1118-84
August 16, 1985

SPECIAL FLAG PERSON SCREENER

FOR REFUSALS ONLY

USE ONLY AT FORT FRANCES/INTERNATIONAL FALLS

Location: Fort Frances

Time: From: _____

To: _____

Month: _____

Day: _____

(Be sure to start a new page for every hour)

INSTRUCTIONS - USE THIS SCREENER ONLY IF:

- Vehicle is private, non-Ontario, and
- Driver refuses to pull over to interviewing station.

ASK, OR USE BEST JUDGEMENT

(Q.1 NOT ASKED)

2. Are you travelling for any of the following reasons--commuting to work or school, on a sales call or delivery, travelling as an operator or crew member, or moving to a new residence?

Yes to any - TALLY VEHICLE

NO ... GO TO Q.4

(Q.3 NOT ASKED)

4. Did you stay overnight or longer on this trip?

YES .... Overnight - TALLY VEHICLE

NO .... Day Visitor (and or local resident of International Falls Area) - TALLY VEHICLE

5. IF CANNOT ESTIMATE WHICH OF THE 3 ABOVE GROUPS REFUSED VEHICLE BELONGS IN, TALLY HERE.

DON'T KNOW

TRAVELDATA INTERNATIONAL

Study No. T1118-84
January 24, 1985

HOURLY VEHICLE TALLY SHEET
1985 ONTARIO EXIT SURVEY

Station: _____ Date: _____

Time started: _____

Time finished: _____

USE A SEPARATE SHEET FOR EACH HOUR OR PART THEREOF

Non-commercial vehicles (includes cars, campers, private vans, motorcycles, etc.)

	RECORD EACH VEHICLE	TOTAL
Ontario plates		
Non-Ontario plates		
Unidentifiable plates		

Commercial Vehicles

Trucks, vans		
Inter-city buses		
Local buses		
Taxis		
Police, fire, courier, ambulance, government, diplomat [NOTE: if any doubt, count as non-commercial]		

TRAVELDATA INTERNATIONAL

Study No. T1118-84
January 24, 1985

NIGHT OBSERVATION
HOURLY VEHICLE TALLY SHEET
1985 ONTARIO EXIT SURVEY

Station: _____ Date: _____

Time started: _____

Time finished: _____

USE A SEPARATE SHEET FOR EACH HOUR OR PART THEREOF

	RECORD EACH VEHICLE	TOTAL
Non-commercial vehicles (includes cars, campers, private vans, motorcycles, etc.)		
Ontario plates		
Non-Ontario plates		
Unidentifiable plates		
Commercial Vehicles		
Trucks, vans		
Inter-city buses		
Local buses		
Taxis		
Police, fire, courier, ambulance, government, diplomat [NOTE: if any doubt, count as non-commercial]		

TRAVELDATA INTERNATIONAL

Study No. T1118-84
January 16, 1985

1985 ONTARIO EXIT SURVEY

Location _____		Highway Mode		Other Mode	
Date _____ _____		Car	01	Regular airline	10
(Day) (Month)		Station wagon	02	Chartered airline	11
Starting hour of interviews		Truck	03	Regular bus	12
(e.g. 9-9:59 am, 10-10:59 am)		Truck camper	04	Chartered bus	13
	am	Van	05	Train	14
_____	pm	Motor home	06	Passenger ferry	15
Air		Tent trailer	07	Private boat	16
Carrier: _____		Travel trailer	08	Other	17
Flight No.: _____		Motorcycles	09		
IF "NOT SURE" ABOUT RETURNING TO ONTARIO FROM SCREENER X , CIRCLE → 1					

1. First, where is your regular place of residence?

_____ (NEAREST CITY/TOWN) _____ (PROVINCE/STATE) _____ (COUNTRY)

2. Now, how many people are there in your immediate travel party? That is, how many people including yourself are travelling together?

1 SKIP TO Q.4-b) 2+ (SPECIFY) _____

3. How many different households are represented in this party?

_____ households

HIGHWAY PROCEDURE	IF ONLY ONE HOUSEHOLD SKIP TO Q.4-b). IF TWO OR MORE ASK: Who is the head of each of your households here either male or female? (ASK HEADS) To help in selecting someone to interview, whose birthday comes next? What month would that be? _____ (MONTH) INTERVIEW SELECTED HOUSEHOLD HEAD - GO TO Q.4-a)
AIRPORT PROCEDURE	(ASK:) I'd like to speak to the male or female head of your household here, please. (INTERVIEW)

4-a) (IF TWO OR MORE HOUSEHOLDS IN Q.3 ASK:) Including yourself, how many members of your household are travelling together on this trip?

_____ persons

-b) (ASK EVERYONE) Including yourself, how many of these persons in your household are: (READ)

Age 15 or older? _____

Age 7 - 14? _____

Age 6 or under? _____

5. Thinking about your entire trip, please tell me your main destination away from home? (IF MORE THAN ONE, ENTER NAME OF PLACE FARTHEST FROM HOME.)

_____ (NEAREST CITY/TOWN) _____ (PROVINCE/STATE) _____ (COUNTRY)

6. (DO NOT ASK AT AIRPORTS) Is (MAIN DESTINATION IN Q.5) over or under 50 miles away from home?

50 miles+ 1 Under 50 miles 2

7. (IF "ONTARIO" DESTINATION IN Q.5, RE-WRITE BELOW. OTHERWISE ASK:) What was your main destination within Ontario? (IF MORE THAN ONE, ENTER NAME OF PLACE FARTHEST FROM HOME.)

_____ (NEAREST CITY/TOWN)

Passing through, no main destination 1

8-a) Where did you first enter Ontario on this trip?

_____ (SPECIFY EXACT HIGHWAY/TERMINAL/STATION/DEPOT/PORT)

-b) (IF RESIDENT OF COUNTRY OTHER THAN CANADA OR U.S. ASK:) Before entering Ontario did you stop at all in or visit: (READ)

	Yes	No
The United States?	Y	N
Any other Canadian province?	Y	N

9. How many nights in total is your trip away from home?

_____ nights

None--day trip [00 SKIP TO Q.12]

10. How many nights were spent in Ontario?

_____ nights

None--day trip [00 SKIP TO Q.12]

11-a) Thinking of your (NIGHTS IN Q.10) nights in Ontario, in which city or town did you first stay over night and how many nights did you stay there at that time? (RECORD BELOW.) And following that where did you stay and for how many nights? (RECORD NEAREST CITY/TOWN UNTIL ALL NIGHTS ACCOUNTED FOR)

-b) (HAND GREEN CARD) Please look at the green card and tell me in what type of accommodation you mainly stayed in (READ FIRST OVERNIGHT STOP). Just read the number on the card. (REPEAT FOR EACH STOP)

Nearest Town/City	Nights	Accommodation
TOTAL NIGHTS		

[BE SURE ALL NIGHTS IN Q.11 ADD TO TOTAL IN Q.10.]

Code List
1. Friends/relatives 2. Hotels/motor hotels 3. Motels 4. Resort lodges
5. Commercial cottages/cabins 6. Private cottage 7. Camping/trailer
8. Outfitter/outpost 9. Marina/unorganized anchorage

12-a) Could you please look at the blue card and tell me what was your main purpose for visiting Ontario.

-b) What are the other purposes of this trip, if any? (PROBE) Any others?

	Main Purpose (Circle One Only)	Other Purposes
Visiting friends or relatives	1	1
Recreation/pleasure	2	2
Shopping	3	3
Personal business	4	4
Convention	5	5
Other business	6	6
NONE	7	

13. (IF ONTARIO DESTINATION IN Q.7 ASK) Please look at the yellow card and tell me which of these activities, if any, you (or any household member with you) engaged in specifically while in or around (DESTINATION IN Q.7). Just read me the numbers on the card.(PROBE) Any others?

(IF PASSING THROUGH ONLY" IN Q.7 ASK) Please look at the yellow card and tell me which of these activities, if any, you (or any household members with you) engaged in while passing through the province. Just read me the number on the card. (PROBE) Any others?

Engaged in ...

1. Outdoor/sporting activity 01
2. Sightseeing/Touring 02
3. Personal business 03
4. Business/conventions 04

Went ...

5. Shopping 05
6. To a restaurant to eat 06
7. On boat/rail tours 07
8. To historical sites 08

Attended ...

9. Sporting events 09
10. Museums/galleries 10
11. Exhibitions/fairs/special events .. 11
12. Attractions/zoos/amusement parks .. 12
13. Live theater/dance/music concerts . 13

14. Visited with friends/relatives 14
15. Other activities 15

14-a) I'm interested in your travel expenses (and those of other household members with you). First please look at the white card and tell me which of these items, if any, were paid for in whole or in part before arriving in Ontario? (PROBE) Anything else? (RECORD BELOW)

-b) (IF ONLY ONE ITEM IN Q.14-a CIRCLE UNDER "SEPARATELY" IN Q.14-b. THEN SKIP TO Q.14-c. IF TWO OR MORE ASK:) Which of those items, if any, were paid for separately and which, if any, were bought together as a prepaid package or prepaid tour? (RECORD BELOW)

-c) (FOR EACH ITEM BOUGHT "SEPARATELY" ASK:) What was the total amount paid (for all household members) for (EACH)?

Transportation (air, train, bus, or ship)	(a) Prepaid Items	(b) Separately	(b) As Package Or Tour	(c) Amount for Each Bought Separately
Canadian carrier	1	1	2	_____
Other carrier	2	1	2	_____
Auto rental	3	1	2	_____
Accommodation	4	1	2	_____
Food	5	1	2	_____
Entertainment	6	1	2	_____
NONE	7 SKIP TO Q.15			

Note Whether Amounts Are:
Canadian $ 1
American $ 2
Other:(SPECIFY)
_____

-d) (IF "PACKAGE OR TOUR" ASK:) What was the total amount paid (for all household members) for the prepaid package or tour?

Amount
_____

Note Whether Amount is:
Canadian $ 1
American $ 2
Other: (SPECIFY)_____

15. Now please look at the grey card and give me your best estimate of all other spending while in Ontario by you (and other household members) in each of these categories. Please include all spending in the province whether paid for by cash, travellers cheque or credit card. (IF ANY PREPAID IN Q.14-a) ASK:) However, don't include any of the prepaid expenses discussed earlier. How much, if any, did you (and other household members) spend while in Ontario for: (READ EACH)

	Amount Spend in Ontario	None
Air transportation		[ ]
Canadian carriers	_____	
Other carriers	_____	
Train, bus, ship		[ ]
Canadian carriers	_____	
Other carriers	_____	
Automobile expenses (gas, oil repairs, car rental, etc.)	_____	[ ]
Local transportation (taxi, bus, subway, etc)	_____	[ ]
Accommodation (excluding food)...	_____	[ ]
Food or beverage	_____	[ ]
Recreation or pleasure	_____	[ ]
All other purchases or spending .	_____	[ ]

Note Whether Amounts Are:
Canadian $ 1
American $ 2
Other:(SPECIFY)
_____

(IF THIS LINE $300 OR MORE ASK:) Were there any individual items bought in that last amount which cost $300 or more? (SPECIFY ITEMS)

NONE [ ]

_____

NOTE: IF RESPONDENT UNWILLING TO OR CANNOT BREAK DOWN EXPENDITURES, ATTEMPT TO DETERMINE TOTAL SPENDING WHILE IN ONTARIO. RECORD CURRENCY AS WELL.

_____
TOTAL

16-a) Thinking of the 6 months prior to this visit to Ontario, do you recall seeing or hearing any advertising for vacation travel in Ontario before you left home?

Yes	Y
No	N
Don't Know	DK SKIP TO Q.17

-b) Please look at the pink card. Where was that advertising seen or heard? (PROBE) Anywhere else?

Brochure	1	T.V.	6
Magazine advertisement	2	Billboard	7
Newspaper advertisement	3	Travel agency	8
Booklet/supplement in newspaper	4	Ontario Travel Centre	9
Radio	5	Other (SPECIFY)	
		_____	
		Don't know	DK

16-c) Using the answer categories at the top of the brown card, to what degree did seeing or hearing that advertising: (READ EACH STATEMENT)

		To A Large Degree	To A Small Degree	Not At All
o	Prompt you to find out more about Ontario?	1	2	3
o	Influence your decision to travel to Ontario?	1	2	3
o	Help you decide which places or attractions to visit?	1	2	3

17-a) Had you (or any household members with you) visited Ontario before this trip?

Yes [Y] No [N]

-b) In what year was that last visit?

1986	1	1981	6
1985	2	1980	7
1984	3	1979	8
1983	4	1978 or earlier	9
1982	5		

Now, a few questions to help describe the people we have been talking to.

18. Again look at the brown card. Could you please tell me your age and highest education attained. Just read me the letters. (IF MORE THAN ONE IN HOUSEHOLD PARTY ASK:) Please describe each of the other people in your household party age 15 and over, starting with oldest first. (REPEAT FOR EACH)

		All Adults Age 15+					
		Self	Others: Oldest	Next Oldest	Next Oldest	Next Oldest	Next Oldest
Sex							
A	Male	1	1	1	1	1	1
B	Female	2	2	2	2	2	2
Age							
C	15 to 19 years	1	1	1	1	1	1
D	20 to 24 years	2	2	2	2	2	2
E	25 to 34 years	3	3	3	3	3	3
F	35 to 44 years	4	4	4	4	4	4
G	45 to 54 years	5	5	5	5	5	5
H	55 to 64 years	6	6	6	6	6	6
I	65 years and over	7	7	7	7	7	7
	REFUSED	R	R	R	R	R	R
Highest Education Attained							
J	Elementary/public school	1	1	1	1	1	1
K	High school	2	2	2	2	2	2
L	Post-high school (non-university)	3	3	3	3	3	3
M	University	4	4	4	4	4	4
	REFUSED	R	R	R	R	R	R
	OTHER (SPECIFY)	____	____	____	____	____	____

19. What is the occupation of the chief wage earner in your household? I don't mean the name of the company, but just the type of job and type of company. (IF RETIRED, CIRCLE HERE ...)... AND ASK: What was his/her occupation before he/she retired?)

_____ in _____
(TYPE OF JOB) (TYPE OF COMPANY)

20. Could you please look at the orange card and tell me the total income of your household before taxes in 1984. Just read me the appropriate letter.

E	Less than $12,000	1
F	$12,000 to $17,999	2
G	$18,000 to $23,999	3
H	$24,000 to $29,999	4
I	$30,000 to $39,999	5
J	$40,000 to $49,999	6
K	$50,000 to $59,999	7
L	$60,000 or over	8
	DON'T KNOW	DK
	REFUSED	R

Note Whether Amount is:	
Canadian $	1
American $	2
Other:	
_____	
(AMOUNT)	
_____	
(CURRENCY)	

21. In total, how many people contributed to that income in 1984?

1 2 3 4 or more [ ] individual(s)

22. What comments would you like to make, either positive or negative, about your stay in Ontario? (PROBE) Anything else?

None 00

_____

_____

_____

(HAND BUMPER STICKER) Thank you for your help. Please accept this "Yours To Discover" bumper sticker as a token of our appreciation.

Name: _____ Phone: _____

Address: _____ Town/City: _____

Province: _____ Postal Code: _____

At some point in the future we may want to contact some of the people surveyed for additional information. May we contact you if necessary?

Yes Y No N

"I hereby certify that this interview was conducted according to the questionnaire and instructions for this study and that the answers recorded are as given to me by this respondent.

I also realize that a proportion of my work will be checked back for verification."

_____ _____
(Interviewer's Name--Please Print) (Interviewer's Signature)

TRAVELDATA INTERNATIONAL

Study No. T1118-84
September 18, 1985

FALL HIGHWAY RECRUITING FORM

1985 ONTARIO EXIT SURVEY

Location: _____ Time: From: _____

To: _____

Day

October _____

November _____

December _____.

Hello, I'm _____. We are conducting a short travel survey for the Ontario government.

1. (ASK ONLY IF NECESSARY) Are you leaving Ontario now?

Yes --- CONTINUE

No --- TALLY VEHICLE. DISCONTINUE INTERVIEW.

VEHICLE TALLY

2. Are you travelling for any of the following reasons--commuting to work or school, on a sales call or delivery, travelling as an operator or crew member, or moving to a new residence?

Yes to any --- TALLY VEHICLE. DISCONTINUE INTERVIEW.

No --- CONTINUE

VEHICLE TALLY

3. Will you be entering Ontario again before you go home?

Yes --- TALLY VEHICLE. DISCONTINUE INTERVIEW.

No --- CONTINUE

X Not sure

VEHICLE TALLY

4. Did you stay overnight or longer in Ontario on this trip?

Overnight --- TALLY AND GO TO MAIN QUESTIONNAIRE.

Day Visitor --- CIRCLE WHETHER OR NOT RECRUITED BELOW

NOTE: IF NOT BUSY DUE TO LOW TRAFFIC, RECRUIT MORE DAY VISITORS AND CONTINUE TO CIRCLE BELOW.

At	Recruit
Highway 17 West, Lansdowne, 417 East, 401 East	Every Day Visitor
Sault Ste. Marie, Queenston	Every 3rd Day Visitor
Sarnia	Every 4th Day Visitor
Windsor, Fort Erie, Rainbow Cornwall, Ottawa	Every 5th Day Visitor

Vehicle	Day Visitor Recruited Yes	No	Vehicle	Day Visitor Recruited Yes	No	Vehicle	Day Visitor Recruited Yes	No
1.	Y	N	21.	Y	N	41.	Y	N
2.	Y	N	22.	Y	N	42.	Y	N
3.	Y	N	23.	Y	N	43.	Y	N
4.	Y	N	24.	Y	N	44.	Y	N
5.	Y	N	25.	Y	N	45.	Y	N
6.	Y	N	26.	Y	N	46.	Y	N
7.	Y	N	27.	Y	N	47.	Y	N
8.	Y	N	28.	Y	N	48.	Y	N
9.	Y	N	29.	Y	N	49.	Y	N
10.	Y	N	30.	Y	N	50.	Y	N
11.	Y	N	31.	Y	N	51.	Y	N
12.	Y	N	32.	Y	N	52.	Y	N
13.	Y	N	33.	Y	N	53.	Y	N
14.	Y	N	34.	Y	N	54.	Y	N
15.	Y	N	35.	Y	N	55.	Y	N
16.	Y	N	36.	Y	N	56.	Y	N
17.	Y	N	37.	Y	N	57.	Y	N
18.	Y	N	38.	Y	N	58.	Y	N
19.	Y	N	39.	Y	N	59.	Y	N
20.	Y	N	40.	Y	N	60.	Y	N

STINT SUMMARY

TOTAL VEHICLES TALLIED	- Q.1	_____
TOTAL VEHICLES TALLIED	- Q.2	_____
TOTAL VEHICLES TALLIED	- Q.3	_____
TOTAL OVERNIGHT VISITORS STOPPED	- Q.4	_____
TOTAL DAY VISITORS STOPPED	- Q.4	_____
TOTAL DAY VISITORS RECRUITED	- Q.4	_____

TRAVELDATA INTERNATIONAL

Study No. T1118-84
January 16, 1985

AIRPORT SCREENER
1985 ONTARIO EXIT SURVEY

Airport: _____

Carrier: _____

Flight No.: _____

Expected Departure Time: _____ am pm

• Flight No. originates from this airport?
Yes Y No N

• First stop out of province?
Yes Y No N

Hello, I'm _____. We are conducting a short travel survey for the Ontario government.

1. Are you travelling on (READ CARRIER & FLIGHT NO.)?

Yes → CONTINUE No → END INTERVIEW

2. (DO NOT ASK IF ORIGINATES AT THIS AIRPORT) Are you boarding (READ CARRIER & FLIGHT NO.) for the first time here today?

Yes → CONTINUE No → END INTERVIEW

3. (DO NOT ASK IF NEXT STOP OUT OF PROVINCE) Are you leaving Ontario on this flight?

Yes → CONTINUE No → SKIP TO Q.7

4. Are you currently a resident of Ontario?

Yes → SKIP TO Q.7 No → CONTINUE

5-a) Did you come in today on another flight?

Yes → CONTINUE No → SKIP TO Q.6

-b) Have you left the airport at all between flights?

Yes → SKIP TO Q.6 No → CONTINUE

-c) Have you visited Ontario at any other time on this particular trip, other than spending time at the airport?

Yes → CONTINUE WITH Q.6 No → ASK Q.7 AND THEN END INTERVIEW

6. Will you be coming back to Ontario again before you go home?

Yes [Y]

(X) No / Not sure → SWITCH TO QUESTIONNAIRE AND INTERVIEW HEAD OF HOUSEHOLD PARTY

Including yourself, how many members of your household are on this trip? (WRITE IN NUMBER BELOW. END INTERVIEW.)

RECORD HOUSEHOLD SIZES (e.g. 1, 3, 2, etc.)

7. Including yourself, how many members of your household are on this trip? (WRITE IN NUMBER BELOW. END INTERVIEW.)

RECORD HOUSEHOLD SIZES (e.g. 1, 3, 2, etc.)

TRAVELDATA INTERNATIONAL

Study No. T1118-84
January 29, 1985

AIR

FLIGHT RECORD SHEET

COMPLETE ONE
PER FLIGHT

ONTARIO EXIT SURVEY

Airport: _____

Date: _____

Stint Start Time: _____

Carrier: _____

Flight No.: _____

Next Destination: _____

No. of Passengers Boarded: _____

No. of Completed Questionnaires: _____

No. of Passengers on Carrier
From Q.6 on Airport Screener: _____

No. of Passengers on Carrier
From Q.7 on Airport Screener: _____

Last listed departure time: _____

TRAVELDATA INTERNATIONAL

T1118-84
December 10, 1984

AIRPORT

INTERVIEWER ALLOCATION

ONTARIO EXIT SURVEY

Location No.: _____

Date: _____

Time: _____

LIST ALL FLIGHTS CURRENTLY SCHEDULED FOR DEPARTURE DURING STINT THAT NAME AN OUT OF PROVINCE STOP.

Company	Carrier No.	Departure Time	Departure Location	Interviewer Assigned

TRAVELDATA INTERNATIONAL

Study No. T1118-84
February 22, 1985

TRAIN SCREENER

1985 ONTARIO EXIT SURVEY

..COMPLETE ONE PER INTERVIEWER PER TRAIN

Train Station/ City of Departure: _____	Date: _____
Next Destination: _____	Scheduled Departure Time: _____ am pm
	Actual Departure Time (if different): _____ am pm

Hello, I'm _____. We are conducting a short travel survey for the Ontario government.

1. (DO NOT ASK IF NEXT TRAIN STOPS OUT OF PROVINCE) Are you leaving Ontario on this train?

   Yes ⟶ CONTINUE No ⟶ END & ERASE

2. Are you currently a resident of Ontario?

   Yes ⟶ SKIP TO Q.4 No ⟶ CONTINUE

3. Will you be coming back to Ontario again before you go home?

   Yes No / Not sure ⟶ GIVE QUESTIONNAIRE TO HEAD OF HOUSEHOLD PARTY. RECORD SIZE OF HOUSEHOLD AT Q.5.

   Including yourself, how many members of your household are on this trip? (WRITE IN NUMBER BELOW. END INTERVIEW.)

RECORD HOUSEHOLD SIZES (e.g. 1, 3, 2, etc.)

4. (ONTARIO RESIDENTS) Including yourself, how many members of your household are on this trip? (WRITE IN NUMBER BELOW. END INTERVIEW.)

RECORD HOUSEHOLD SIZES (e.g. 1, 3, 2, etc.)

5. (ELIGIBLE NON-RESIDENTS - TO RECEIVE QUESTIONNAIRE.) Including yourself, how many members of your household are on this trip? (WRITE IN NUMBER BELOW. GIVE QUESTIONNAIRE.)

RECORD HOUSEHOLD SIZES (e.g. 1, 3, 2, etc.)

6. TOTAL NO. OF PASSENGERS OUTBOUND FROM ONTARIO (to be attained from Conductor):

   _____

TRAVELDATA INTERNATIONAL

Study No. T1118-84
February 22, 1985

TRAIN

RECORD SHEET

ONTARIO EXIT SURVEY

COMPLETE ONE PER TRAIN

A. Train Station: _____

B. Date: _____

C. Scheduled Departure Time: _____

D. Actual Departure Time (if different): _____

E. Train No.: _____

F. Origin of Service: _____

G. Next Destination: _____

H. No. of Passengers on Carrier From Q.3 on Train Screener: _____

I. No. of Passengers on Carrier From Q.4 on Train Screener: _____

J. No. of Passengers on Carrier From Q.5 on Train Screener: _____

K. No. of Questionnaires Distributed (No. of households at Q.3): _____

L. No. of Completed Questionnaires Collected: _____

M. No. of Passengers Outbound From Ontario: _____

TRAVELDATA INTERNATIONAL

Study No. T1118-84
February 22, 1985

1985 ONTARIO EXIT SURVEY

Train

We want to serve you better!

The Ontario Ministry of Tourism and Recreation is conducting a survey of visitors to the province. Please take a few moments to answer the following questions. Our interviewer will be back to collect the questionnaire in about 20 minutes.

Thank you for your help!

PLEASE PRINT

1. Where is your normal place of residence?

(CITY/TOWN) _____ (PROVINCE/STATE) _____ (COUNTRY) _____

2. How many people are there in your immediate travel party? That is, how many people including yourself are travelling together?

1 [ ] IF YOU CHECK HERE YOU CAN SKIP TO Q.4. YOU DO NOT HAVE TO ANSWER QUESTION 3.

2 or more (SPECIFY NUMBER) _____

3-a) How many different households are represented in this party?

_____ households
(NUMBER)

3-b) If there are two or more households travelling together, how many members of your household are travelling together on this trip? (Don't forget to include yourself.)

_____ persons

EVERYONE

4. Including yourself, how many of the persons in your household travelling on this trip are ...

Age 15 or older? _____

Age 7 - 14? _____

Age 6 or under? _____

OFFICE USE ONLY

Location of Questionnaire Distribution: _____

Scheduled bus 12
Chartered bus 13
Train 14

Date: _____ am/pm (HOUR) _____ (DAY) _____ (MONTH)

Carrier/Service: _____ (CARRIER) / _____ (ORIGIN OF SERVICE) to _____ (DESTINATION OF SERVICE)

5. Thinking about your entire trip, not just this leg of your journey, please tell me your main destination away from home? (IF YOU HAVE MORE THAN ONE DESTINATION, ENTER NAME OF PLACE FARTHEST FROM HOME.)

(CITY/TOWN) _____ (PROVINCE/STATE) _____ (COUNTRY) _____

6. Is your main destination over or under 50 miles away from home?

Over 50 miles [ ] Under 50 miles [ ]

7. If your main destination in Q.5 was in Ontario, skip to Q.8. If your main destination was not in Ontario, what was your main destination within Ontario? (IF YOU HAVE MORE THAN ONE DESTINATION, ENTER NAME OF PLACE FARTHEST FROM HOME.)

(MAIN DESTINATION IN ONTARIO (WRITE CITY/TOWN) _____

IF NO MAIN DESTINATION IN ONTARIO (you may have been just passing through):
CHECK HERE ➡ [ ]

EVERYONE

8-a) Where did you first enter Ontario on this trip? Please specify the highway, airport, train station, bus depot or port.

(HIGHWAY/TERMINAL/STATION/DEPOT/PORT) _____ ➡ Check one:
[ ] Highway (private vehicle)
[ ] Highway (bus)
[ ] Airport
[ ] Train station
[ ] Water port

IF RESIDENT OF CANADA OR THE UNITED STATES SKIP TO Q.9. ALL OTHERS ANSWER Q.8-b).

8-b) Before entering Ontario did you stop at all in or visit...

	Yes	No
...the United States?	[ ]	[ ]
...any other Canadian province?	[ ]	[ ]

EVERYONE

9. How many nights in total is your trip away from home?

_____ nights

None--day trip [ ] ➡ IF CHECK HERE, SKIP TO QUESTION 12. DO NOT ANSWER Q.'s 10 OR 11.

10. How many nights were spent in Ontario?

_____ nights

None--day trip [ ] ➡ IF CHECK HERE, SKIP TO QUESTION 12. DO NOT ANSWER Q.11.

11-a) Thinking of the nights you have spent in Ontario, in which city or town did you first stay overnight, and how many nights did you stay there at that time?

(TOWN/CITY) _____ (NO. OF NIGHTS)

-b) And what type of accommodation did you mainly stay in or use during that first stop in Ontario? (CHECK ONE ONLY.)

Code Number		
1.	FRIENDS/RELATIVES	[ ]
2.	HOTEL/MOTOR HOTEL	[ ]
3.	MOTEL	[ ]
4.	RESORT LODGE	[ ]
5.	COMMERCIAL COTTAGE/CABIN	[ ]
6.	PRIVATE COTTAGE	[ ]
7.	CAMPING/TRAILER	[ ]
8.	OUTFITTER/OUTPOST	[ ]
9.	MARINA/UNORGANIZED ANCHORAGE	[ ]

c) Now, for each additional stop overnight or longer in Ontario, please enter below the city or town, the number of nights you spent there and the type of accommodation used.

FOR ADDITIONAL STOPS NEAREST CITY/TOWN	NUMBER OF NIGHTS	TYPE OF ACCOMMODATION (ENTER CODE NUMBER FROM 1 TO 9 THAT APPLIES FROM ABOVE LIST IN 11-b)

EVERYONE

12-a) What was your main purpose for visiting Ontario? (RECORD IN COLUMN -a) BELOW.)

	(a) Main Purpose (Check One Only)	(b) Other Purposes	
Visiting friends or relatives	[ ]	[ ]	1
Recreation/pleasure	[ ]	[ ]	2
Shopping	[ ]	[ ]	3
Personal business	[ ]	[ ]	4
Convention	[ ]	[ ]	5
Other business	[ ]	[ ]	6
NO OTHER PURPOSES		[ ]	7

12-b) What were the other purposes of this trip, if any? (RECORD IN COLUMN -b ABOVE. CHECK MORE THAN ONE, IF APPLICABLE.)

13. Please look over the list below and check all of those activities, if any, you or any household members with you engaged in while in or around your main destination in Ontario.
If you had no main destination in Question 7, please check all of those activities you or any household members with you engaged in while passing through the province.

(CHECK AS MANY ACTIVITIES AS APPLY.)

Engaged in ...
1. Outdoor/sporting activity ..... [ ]
2. Sightseeing/touring ..... [ ]
3. Personal business ..... [ ]
4. Business/conventions ..... [ ]

Went ...
5. Shopping ..... [ ]
6. To a restaurant to eat ..... [ ]
7. On boat/rail tours ..... [ ]
8. To historical sites ..... [ ]

Attended ...
9. Sporting events ..... [ ]
10. Museums/galleries ..... [ ]
11. Exhibitions/fairs/special events .. [ ]
12. Attractions/zoos/amusement parks .. [ ]
13. Live theater/dance/music concerts . [ ]

14. Visited with friends/relatives .... [ ]
15. Other activities ..... [ ]

14-a) We will also find it helpful to know something of your travel expenses, including those of other household members with you. First, were any of the items listed below paid for in whole or in part before arriving in Ontario, either by cash, cheque or credit card?

IN COLUMN -a), BELOW, CHECK ALL THOSE ITEMS WHICH WERE PURCHASED BEFORE ENTERING ONTARIO. IF YOU CHECK "NONE" SKIP TO QUESTION 15 AND DO NOT ANSWER Q.'s 14-b), -c) OR -d).

		(a)	(b)		(c)	
		Prepaid Items	As Package Or Tour	Separately	Amount for Each Bought Separately	Are these Amounts in: (CHECK ONE)
	Transportation (air, train, bus, or ship)					
1	• Canadian carrier/ company	[ ]	[ ]	[ ]	_____	Canadian $ [ ]
2	• Other carrier/ company	[ ]	[ ]	[ ]	_____	American $ [ ]
3	Auto rental	[ ]	[ ]	[ ]	_____	Other currency?
4	Accommodation	[ ]	[ ]	[ ]	_____	_____ (SPECIFY CURRENCY)
5	Food	[ ]	[ ]	[ ]	_____	
6	Entertainment	[ ]	[ ]	[ ]	_____	
7	NONE	[ ]	SKIP TO Q.15			

14-b) Which of the prepaid items checked in -a), above, were paid for separately, and which, if any, were bought together as a prepaid package or prepaid tour? (RECORD IN SECTION -b) ABOVE.)

14-c) What was the total amount paid, by all household members, for each of the items you purchased separately, if any, before entering Ontario? (FOR EACH ITEM CHECKED "SEPARATELY" IN -b) SECTION ABOVE, RECORD AN AMOUNT IN -c) SECTION.)

IF ANY ITEMS ARE PART OF A PACKAGE OR TOUR in Q.14-b)--GO BACK TO SECTION 14-b) ON PREVIOUS PAGE AND LOOK--ANSWER Q.14-d). OTHERWISE SKIP TO Q.15.

14-d) What was the total amount paid, for all household members, for the prepaid package or tour?

Total Amount	Is this amount in...
_____	Canadian $ [ ]
	American $ [ ]
	Other Currency? _____ (SPECIFY CURRENCY)

15-a) Now please record below your best estimate of all spending while in Ontario by you and other household members in each of the following categories. Please include all spending in the province, whether paid for by cash, travellers cheque or credit card. Do not include any of the prepaid expenses you may have included in Q.14.

	Amount Spent in Ontario	Are these Amounts in...
Air transportation		Canadian $ [ ]
• Canadian carriers/companies ...	_____	American $ [ ]
• Other carriers/companies	_____	Other Currency?
Train, bus, ship		_____
• Canadian carriers/companies ...	_____	(SPECIFY
• Other carriers/companies	_____	CURRENCY)
Automobile expenses (gas, oil repairs, car rental, etc.)	_____	
Local transportation (taxi, bus, subway, etc)	_____	
Accommodation (excluding food)...	_____	
Food or beverage	_____	
Recreation or pleasure	_____	
All other purchases or spending .	_____	

15-b) (ANSWER ONLY IF THIS LINE IS $300 OR MORE:) Were there any individual items bought in this last amount which cost $300 or more? Please specify these items below.

NONE [ ]

_____

_____

16-a) Thinking of the 6 months prior to this visit to Ontario, do you recall seeing or hearing any advertising for vacation travel in Ontario before you left home?

No [ ] IF CHECK HERE, Yes [ ]
Don't Know [ ] SKIP TO Q.17.

16-b) Where was that advertising seen or heard? Check as many as apply.

1	Brochure	[ ]	6	T.V.	[ ]
2	Magazine advertisement	[ ]	7	Billboard	[ ]
3	Newspaper advertisement	[ ]	8	Travel agency	[ ]
4	Booklet/supplement in newspaper	[ ]	9	Ontario Travel Centre	[ ]
5	Radio	[ ]		Other (PLEASE SPECIFY)	

_____

-c) To what degree did seeing or hearing that advertising... (READ EACH STATEMENT AND CHECK ANSWER WHICH APPLIES.)

	To A Large Degree	To A Small Degree	Not At All
• Prompt you to find out more about Ontario?	[ ]	[ ]	[ ]
• Influence your decision to travel to Ontario?	[ ]	[ ]	[ ]
• Help you decide which places or attractions to visit?	[ ] 1	[ ] 2	[ ] 3

EVERYONE:

17-a) Had you, or any household members with you, visited Ontario before this trip?

Yes [ ] No [ ] IF CHECK HERE, SKIP TO Q.18.

-b) In what year was that last visit?

1985	[ ]	2	1981	[ ]	6
1984	[ ]	3	1980	[ ]	7
1983	[ ]	4	1979	[ ]	8
1982	[ ]	5	1978 or earlier	[ ]	9

Now, a few questions to help describe the people we have asked to fill out this questionnaire.

18. Could you please check your age and highest education attained. Then, if there are other persons in your household travel party, please describe each of the other people age 15 and over, starting with the oldest first.

	All Adults Age 15+						
	Self	Others: Oldest	Next Oldest	Next Oldest	Next Oldest	Next Oldest	
Sex							
Male	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	1
Female	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	2
Age							
15 to 19 years	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	1
20 to 24 years	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	2
25 to 34 years	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	3
35 to 44 years	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	4
45 to 54 years	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	5
55 to 64 years	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	6
65 years and over	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	7
Highest Education Attained							
Elementary/public school	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	1
High school	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	2
Post-high school (non-university)	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	3
University	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	4
OTHER (PLEASE SPECIFY)	_____	_____	_____	_____	_____	_____	

19. What is the occupation of the chief wage earner in your household? I don't mean the name of the company, but just the type of job and type of company.

_____ in _____
(TYPE OF JOB) (TYPE OF COMPANY)

[IF RETIRED, CHECK HERE ... [ ] ... AND ANSWER:] What was his/her occupation before he/she retired?

_____ in _____
(TYPE OF JOB) (TYPE OF COMPANY)

20. Could you please check the total income of your household before taxes in 1984.

Less than $12,000	[ ]	1	Is this amount in...
$12,000 to $17,999	[ ]	2	Canadian $ [ ]
$18,000 to $23,999	[ ]	3	American $ [ ]
$24,000 to $29,999	[ ]	4	Other currency? [ ]
$30,000 to $39,999	[ ]	5	(If other please enter currency
$40,000 to $49,999	[ ]	6	and amount below)
$50,000 to $59,999	[ ]	7	_____ _____
$60,000 or over	[ ]	8	(CURRENCY) (AMOUNT)

21. In total, how many people contributed to that income in 1984?

1 [ ] 2 [ ] 3 [ ] 4 or more [ ] individual(s)

22. What comments would you like to make, either positive or negative, about your stay in Ontario?

_____

_____

_____

Thank you for your help. Please accept the enclosed "Yours To Discover" bumper sticker as a token of our appreciation.

At some point in the future we may want to contact some of the people surveyed for additional information. May we contact you if necessary?

Yes [ ] No [ ]

What is your...

Name: _____

No./Street: _____ Apt.: _____

Town/City: _____ Province/State/Country: _____

Postal/Zip Code: _____ Phone: _____

Once again, thank you very much for your help.

APPENDIX VI

CONFIDENCE INTERVALS

Confidence Intervals

The following two tables (Table A and Table B) outline the confidence intervals for a range of projections of person trips. These confidence intervals are the intervals within which the true or population value underlying the projection may be expected to fall with a 95 percent probability.

Throughout the summary tables found in this report, results are basically given in two forms: in actual person trips or as a percentage.

Table A is designed to give the confidence interval in person trips for an observed result which is stated in terms of person trips. Table B is designed to give the confidence interval as a percentage for an observed result which is stated in terms of a percentage.

Thus the confidence interval will be indicated in two ways:

Table A: the projected number of person trips plus or minus a certain number of person trips.

i.e., 5,000 person trips $\pm$ 200 person trips which is 4,800 to 5,200 person trips

Table B: the percentage observed plus or minus a certain percentage.

i.e., 75 percent $\pm$ 5 percent
which is 70 percent to 80 percent

These intervals should be read as follows: "The true value for the population as a whole will fall within the range specified, from the projection/percentage minus the number, to the projection/percentage plus the number, with a 95 percent probability."

To read Table A:

1) Look for the base (in person trips) on the summary table.

2) On Table A, find this number (or the one closest to it) in the column headed "Base: Person Trips".

3) If you wish to know the confidence interval for the base of the summary table, read across to the figure in the column headed "100%". For example, look at "Table 1: Total Visitors" of this report under the column titled "Person Trips". Notice that the base for this table is 25,142 person trips. To determine the confidence interval in person trips for this figure look down the column in Table A titled "Base: Person-Trips ('000)" for the closest figure. In this case it is 25,000. Since the 25,142 figure in Table 1 is the base for that entire column, look across on Table A to the column marked "100%". This is the margin of error for the 25,142 figure. The margin of error is 1,500 person trips, therefore the confidence interval is 23,642 (25,142 - 1,500) to 26,642 (25,142 + 1,500). This should be read as "there is a 95 percent probability that the true answer falls between 23,642 person trips and 26,642 person trips" (remember these figures are in thousands as well).

4) If you wish to know the confidence interval for any other projection on the summary table, determine the proportion of this projection to the base, and then read across to the figure in the appropriate column. For example, again from "Table 1: Total Visitors" of this report, under the column headed "Person Trips", the figure for the first quarter is 3,823 person trips. To determine the confidence interval in person trips for this figure it is first necessary to determine its proportion of the base figure of 25,142 person trips. Since the proportion is 15.2 percent, look down the column in Table A closest to this figure. In this case, 15 percent is right between the 10% and 20% columns, so it is better to be conservative and round upwards to 20% to have a larger margin of error.

The original figure of 3,823 person trips is closest to the 4,000 figure found in the "Base" column of Table A. Where the "4,000 Person Trips" row and the "20%" column meet is the margin of error of 165 person trips. Therefore, the confidence interval is 3,658 (3,823 - 165) to 3,988 (3,823 + 165). This should be read as "there is a 95 percent probability that the true answer falls between 3,658 person trips and 3,988 person trips.

To read Table B:

1) Look for the base (in person trips) on the summary table.

2) On Table B, find this number (or the one closest to it) in the column headed "Base: Person Trips".

3) To determine the confidence interval for any percentage on the summary table, read across to the figure in the column headed by a percentage which is closest to the one from the summary table. For example, again from "Table 1: Total Visitors" of this report under the column titled "Person Trips", the figure for the first quarter is 15.2 percent. To determine the confidence interval for this figure, look for the base upon which the percentage was calculated (in this case, 25,142 person trips). Look for the closest number to this in the column "Base: Person Trips ('000) in Table B (in this case, 25,000). Read across the row to the column headed by a percentage closest to 15.2 percent. Here it is right between the "20%" and "10%" columns so it will be best to use the "20%" column since it is more conservative in its estimate of the margin of error. The margin of error is 2.0 percent; therefore, the confidence interval for the 15.2 percent figure in Table 1 is 13.2 percent (15.2% - 2.0%) to 17.2 percent (15.2% + 2.0%). This should be read as "there is a 95 percent probability that the true answer falls between 13.2 percent and 17.2 percent".

Table A

CONFIDENCE INTERVALS

(Margin of error for observed projections in person trips, at the 95 percent probability level)

Base: Person Trips ('000)	Proportion of Base: Person Trips ('000)											
	100%	90%	80%	70%	60%	50%	40%	30%	20%	10%	5%	1%
200	57	65	64	60	56	51	45	38	29	19	13	5
400	87	97	95	90	83	75	66	55	43	28	18	7
600	113	125	121	115	106	95	83	69	54	35	23	9
800	136	149	145	136	125	113	98	82	63	40	26	10
1,000	158	172	166	156	144	129	112	93	72	46	30	12
2,000	256	273	261	244	223	199	172	142	108	68	44	17
4,000	423	441	418	388	352	312	267	219	165	102	65	24
6,000	574	590	557	514	464	410	350	284	213	131	82	30
8,000	713	727	683	629	567	498*	424	344	256	156	98	35
10,000	845	856	803	737	662	581	493	399	296	180	111	40
12,000	970	977	915	838	752	658	558	450	333	201	124	44
14,000	1,088	1,091	1,020	933	836	731	618	497	368	221	136	48
16,000	1,200	1,200	1,120	1,023	916	800	676	543	400	240	147	52
18,000	1,304	1,301	1,213	1,107	990	864	729	586	430	258	158	55
20,000	1,400	1,394	1,299	1,185	1,059	924	779	625	459	274	167	58
25,000	1,500	1,500	1,400	1,279	1,145	1,000	845	679	500	300	184	65

* Read "If the observed result on a base of 8,000 person trips is 4,000 person trips (i.e., 50% of 8,000), then there is a 95 percent probability that the true answer falls between 3,502 (4,000 - 498) and 4,498 (4,000 + 498).

Table B

CONFIDENCE INTERVALS

(Margin of error for observed projections in person trips, at the 95 percent probability level)

Base: Person Trips ('000)	Observed Result in Percent											
	100%	90%	80%	70%	60%	50%	40%	30%	20%	10%	5%	1%
200	28.5	32.5	32.0	30.0	28.0	25.5	22.5	19.0	14.5	9.5	6.5	2.5
400	21.8	24.3	23.8	22.5	20.8	18.8	16.5	13.8	10.8	7.0	4.5	1.8
600	18.8	20.8	20.2	19.2	17.7	15.8	13.8	11.5	9.0	5.8	3.8	1.5
800	17.0	18.6	18.1	17.0	15.6	14.1	12.3	10.3	7.9	5.0	3.3	1.3
1,000	15.8	17.2	16.6	15.6	14.4	12.9	11.2	9.3	7.2	4.6	3.0	1.2
2,000	12.8	13.7	13.1	12.2	11.2	10.0	8.6	7.1	5.4	3.4	2.2	0.9
4,000	10.6	11.0	10.5	9.7	8.8	7.8	6.7	5.5	4.1	2.6	1.6	0.6
6,000	9.6	9.8	9.3	8.6	7.7	6.8	5.8	4.7	3.6	2.2	1.4	0.5
8,000	8.9	9.1	8.5	7.9	7.1	6.3*	5.3	4.3	3.2	2.0	1.2	0.4
10,000	8.5	8.6	8.0	7.4	6.6	5.8	4.9	4.0	3.0	1.8	1.1	0.4
12,000	8.1	8.1	7.6	7.0	6.3	5.5	4.7	3.8	2.8	1.7	1.0	0.4
14,000	7.8	7.8	7.3	6.7	6.0	5.2	4.4	3.6	2.6	1.6	1.0	0.3
16,000	7.5	7.5	7.0	6.4	5.7	5.0	4.2	3.4	2.5	1.5	0.9	0.3
18,000	7.2	7.2	6.7	6.2	5.5	4.8	4.1	3.3	2.4	1.4	0.9	0.3
20,000	7.0	7.0	6.5	5.9	5.3	4.6	3.9	3.1	2.3	1.4	0.8	0.3
25,000	6.0	6.0	5.6	5.1	4.6	4.0	3.4	2.7	2.0	1.2	0.7	0.3

* Read "If the observed result on a base of 8,000 person trips is 50 percent, then there is a 95 percent probability that the true answer falls between 43.7 percent (50% - 6.3%) and 56.3 percent (50% + 6.3%).